VEMBER 22, 1954

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

Baltimore

BIG BARGAIN

Radio's rarin' in Baltimore!

... and the BIG BARGAIN buy is still W-I-T-H

128,095 radio sets sold last year; only 48,334 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year 128,095 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H, and the Baltimore market.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

THE CHRYSLER MOTOR CORPORATION

Traditionally in the Public Confidence

Down through the years one of the extra qualities that has placed Chrysler Motor Corporation products traditionally in the public confidence is dependability. The new, brilliant 1957 Dodge is thoroughly characteristic of Chrysler's distinguished trademark. Likewise, the dependability of the Havens & Martin, Inc., Stations to produce results is tradition throughout Virginia—one of the South's richest areas. Pioneering experience, the keystone of dependability, is combined with advanced know-how to turn ideas into sales for advertising-users of Richmond's only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Join with confidence the First Stations of Virginia for your advertising needs.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

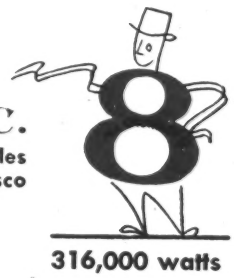
Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Once again it is time to give thanks for life, liberty, the pursuit of happiness and for our many everyday blessings. We thank God for our rolling hills, our verdant countryside, our prosperous cities. We thank you for helping us make WGAL-TV a vital medium of communication, and the hub of a great center of commerce.

WGAL-TV
NBC CBS DUMONT
LANCASTER, PA.

Representatives
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco

STEINMAN STATION
Clair McCollough, Pres.



316,000 watts

closed circuit.

FORD MOTOR Co. is working deal to obtain maximum frequency discounts on radio and television time by figuring discounts based on total radio-tv use by all its divisions. Company has appointed J. Walter Thompson to keep score on how much radio-tv time used by all divisions and to act as clearing-house for discount information for other Ford agencies. Thus Kenyon & Eckhardt, placing time for Lincoln-Mercury, Young & Rubicam for Continental, and JWT for Ford cars and trucks will each earn discounts based on combined frequency for all products. Similar combined frequency discount system has been used for some time by General Motors.

★ ★ ★

COLOR COSTS ● Latest estimate in informed circles is that color tv time will cost 10 or 11% more than black and white in contrast to minimum newspaper color cost of 25% extra. Same source estimates that in five years 50% of all sets will be color and that greatest inroads will be in newspaper and magazine display advertising.

★ ★ ★

SIZE of color tv picture tubes, once major barrier, gets larger and larger, and rivalry between RCA and CBS in developing them goes on and on. To CBS' 19-incher and RCA's 21 there's soon to be added another—22-incher developed, but not yet announced, by CBS Labs.

★ ★ ★

SPOT SPLURGE ● As tangible evidence that top management at CBS is not writing off radio, CBS Radio Spot Sales has been given biggest budget in its history. In past two weeks, four salesmen have been added and another will be hired soon—making total of 27 salesmen in organization that represents 14 stations.

★ ★ ★

BROADCAST Advertising Bureau, which becomes Radio Advertising Bureau Jan. 1, hasn't been tooting its own horn on spot business developed during past year but broadcasters sitting on board and in the know report that in excess of $1 million in retail store business came radio's way as result of BAB activities under President Kevin Sweeney, with stimulation also of considerable automotive spot and gasoline business.

★ ★ ★

QUALITY QUESTIONS ● Conflict on appointments to Special Study Committee to survey future of NBC Radio Network, named last summer, has developed. NBC high echelon reportedly feels that broadcasters identified with new Quality Radio Group, cooperative tape program interchange project, are not qualified to sit on committee. Chairman Robert D. Swezey, WDSU-AM-TV New Orleans, had appointed, among others, Wayne Coy, former FCC chairman, now president-general manager of KOB-AM-TV Albuquerque; J. Leonard Reinsch, managing director of James M. Cox radio and tv stations, and Ralph Evans, executive vice president, WHO-AM-TV Des Moines and WOC-AM-TV Davenport. Their stations are in QRG.

★ ★ ★

MEETING scheduled today (Monday) in Chicago by board of directors of Quality Radio Group expected to select chief executive officer, who will hold title of executive vice president. List of 27 names has been screened by board headed by Ward L. Quaal, QRG president and vice president of Crosley Broadcasting Corp.

★ ★ ★

CENSORSHIP ● Byron Price, former executive editor of Associated Press and director of Censorship during last war, has been mobilized by Defense Mobilizer Arthur S. Flemming as consultant on censorship planning [B•T, Nov. 8]. Mr. Price, who retired as deputy secretary-general of United Nations last year, is making preliminary survey for Lt. Gen. Willard S. Paul, ODM assistant director heading up censorship project to be invoked during national emergency. Mr. Price during last war set up voluntary censorship without any untoward incident and presumably plan is to carry on voluntary system.

★ ★ ★

HARRY TRENNER, vice president in charge of radio and television for William Weintraub & Co., New York, reportedly resigning effective first of year to establish his own business.

★ ★ ★

RAISED HACKLES ● It hasn't reached public notice but many highly placed Catholics are perturbed over assignment of Joseph C. Harsch, noted commentator who has been off and on networks for dozen years, to regular commentary stint on NBC-TV (*Background*, Sundays, 5:30-6 p.m.). As *Christian Science Monitor* contributor, Mr. Harsch reportedly has been critical of large number of Catholics in public office.

AT NO time in recent years has FCC been under such rigid Congressional scrutiny. Its every move is being watched, notably with respect to uhf. FCC denial of requests to de-intermix allocations by making them exclusively uhf in five markets evidently is most serious question currently raised.

★ ★ ★

WHEELING-DEALING ● Newest proposal in tv station market comes from reportedly well-endowed Texas foundation which proposes to acquire stations on terms which would give seller his cash and at same time earmark eventual earnings to scientific research.

★ ★ ★

WHEN WILL CBS disclose its second location for an owned and operated uhf? Best information is that it will come after NBC discloses its uhf plans. Both networks contend they are still "surveying" field.

★ ★ ★

NEW BUSINESS ● *Journal of Commerce* understood to be interested in spot announcement campaign on major stations that broadcast stock market reports. Agency, Charles W. Hoyt, New York, contemplating such schedule for *Journal* next year.

★ ★ ★

CAMERON HIGGINS, timebuyer, Marschalk & Pratt, New York, expected to move to Ted Bates Inc., as timebuyer working principally on Carter Products account.

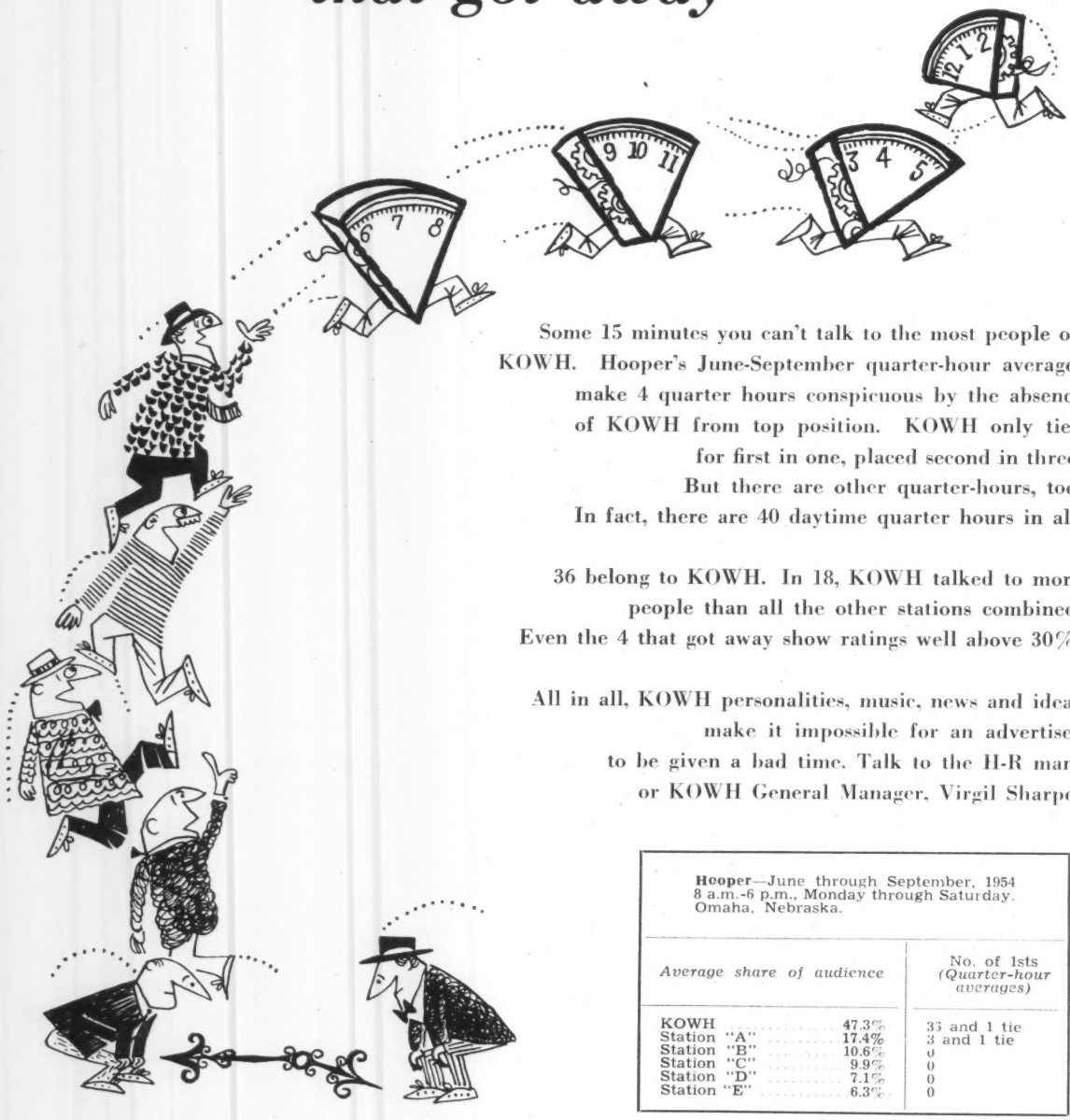
★ ★ ★

DE-INTERMIXTURE ● Proposal from Hartford area uhf stations that market be de-intermixed and become exclusively uhf is receiving more than cursory attention of FCC by virtue of Senatorial interest manifested in de-intermixture. Contestants for ch. 3 in Hartford are Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co. Inc. (of which Harry C. Butcher, former naval aide to General Eisenhower, would be president).

★ ★ ★

MEMBERS of FCC are scrutinizing with interest prospectus of WNET (TV) Providence, R. I., operating on ch. 16, in relation to its opposition to Cherry & Webb (WPRO) ch. 12 CP pending for more than year. Stock is being offered at $1 per share by mail subscription to Rhode Island residents. Statement shows that operating deficit, as of July 31, 1954, was in excess of $30,000.

the 4 quarter hours that got away



Some 15 minutes you can't talk to the most people on KOWH. Hooper's June-September quarter-hour averages make 4 quarter hours conspicuous by the absence of KOWH from top position. KOWH only tied for first in one, placed second in three. But there are other quarter-hours, too. In fact, there are 40 daytime quarter hours in all.

36 belong to KOWH. In 18, KOWH talked to more people than all the other stations combined. Even the 4 that got away show ratings well above 30%.

All in all, KOWH personalities, music, news and ideas make it impossible for an advertiser to be given a bad time. Talk to the H-R man, or KOWH General Manager, Virgil Sharpe.

Hooper—June through September, 1954
8 a.m.-6 p.m., Monday through Saturday.
Omaha, Nebraska.

Average share of audience		No. of 1sts *(Quarter-hour averages)*
KOWH	47.3%	35 and 1 tie
Station "A"	17.4%	3 and 1 tie
Station "B"	10.6%	0
Station "C"	9.9%	0
Station "D"	7.1%	0
Station "E"	6.3%	0

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, *Omaha* Represented by H-R, Reps, Inc.
WHB, *Kansas City* Represented by John Blair & Co.
WTIX, *New Orleans* Represented by Adam J. Young, Jr.

KOWH
OMAHA

at deadline

RCA Patent Practices Attacked in Anti-Trust Suit

PATENT system and practices of RCA attacked in Dept. of Justice anti-trust suit filed in U. S. District Court in New York Friday. Suit claims RCA monopolized and conspired to restrain competition in radio-tv licensing business. Named as co-conspirators, but not defendants, were GE, Westinghouse, AT&T, Bell Labs and Westinghouse. Complaint does not claim RCA violated monopoly laws in its radio-tv and electronic manufacturing.

Statement by RCA Friday afternoon said agreements upon which complaint is based are same agreements approved by courts and government in 1932 and twice upheld by courts, in 1942 and 1954. RCA said it does not acquire for itself or grant to others exclusive patent licenses.

Suit said RCA owns or controls approximately 10,000 patents. Royalties on these amounted to $19,459,573 in 1951, complaint said, and currently these are estimated at more than $20 million from domestic licensees. Public has invested $8 billion for more than 30 million black and white tv sets, complaint said. Factory value of all radio-tv output in 1953 was more than $1.5 billion, it stated.

Justice Dept. suit charges that since 1932 RCA has attempted to monopolize radio-tv research, patent holdings, patent acquisition and issuance and exchange of radio-tv patent licenses.

After relating history of color tv proceedings before FCC (1950 approval of CBS field sequential system, fact no sets were built commercially, FCC reversal and adoption of NTSC compatible standards in 1952), Justice Dept. said that RCA acquired tv patents with intent to achieve control over "and the power to exclude" potential and actual competitors, "all in excess of the legitimate rewards" which patent laws afford. Particular object of complaint was RCA practice of issuing "package licenses." It also charged that RCA had refused to grant licenses in certain fields of radio-tv.

Also alleged were "harassing and oppressing" of competitors by RCA's institution of more than 250 infringement suits by itself or others without bringing such suits to trial. Suit followed grand jury investigation of electronics industry two years ago. This was called off in January 1953.

At present, RCA is in litigation with Zenith Radio Corp. and subsidiary Rauland Corp. Also still pending is patent infringement suit brought against RCA by late Edwin H. Armstrong.

TINY TRANSMITTER

SOLAR-POWERED experimental radio transmitter size of cigarette package has been built by Edward Keonjian, development engineer at General Electric Co., Syracuse, to stimulate interest in transistors. Transmitter is self-contained, using transistors instead of electronic tubes and selenium solar energy converters instead of batteries. Range is about 100 ft. GE's germanium products group in Syracuse plans to use the transmitter in transistor application demonstrations. Ten more transmitters will be built for that purpose.

RCA 21-In. Color Kinescope

AVAILABILITY of RCA's 21-in color kinescope tube to tv set manufacturers being announced today (Monday) by B. Y. Smith, vice president and general manager, RCA Tube Division. Tube face is 250 sq. inches, 22% more than that of any other manufacturer, according to Mr. Smith. Price is $175, same as that for the 15-in. tube.

CBS BUYS WSTV-TV AS PITTSBURGH OUTLET

FOLLOWING in matter of days its purchase of WOKY-TV Milwaukee, CBS submitted application for FCC approval Friday of $3 million buy of WSTV-TV Steubenville, Ohio, confirming reports first published in B•T Oct. 25. At same time ch. 9 Steubenville station filed application to modify its grant to move closer to Pittsburgh.

CBS is paying $3 million for CBS-affiliated outlet. Agreement sets April 10, 1955 as deadline for FCC approval, but provides extension of six months if action not taken by then.

Purchase is contingent on FCC approval of move of station to Florence, Pa., 11 miles east by northeast of Steubenville, and about 30 miles from Pittsburgh. Concurrent with move of station would be increase of power from present 229 kw to 302 kw, and increased antenna height from present 950 ft. to 1,022 ft.

Steubenville station owned by Jack and Louis Berkman, John Laux and others. They also own WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS Boston. Steubenville sale does not include WSTV-AM-FM.

Move is bound to have its impact on Pittsburgh tv situation, where only vhf station is DuMont's WDTV (TV), with two other vhf channels object of competition among eight applicants (see story page 35).

RADIO-TV IN 1955

RADIO-TELEVISION Industry Committee of RETMA looked into future Friday with "guesstimates" of 1955 sales of black-and-white, color and home as well as automobile radio sets at closing-day session of association meetings in Chicago. Meeting under Chairman H. J. Hoffman, committee gave these figures: Monochrome Receivers—high of 7.5 million, low of 4.75 million, average of 6.63 million; Color—high of 750,000, low of 50,000, average of 300,000; Home Sets—high of 10 million, low of 5 million, average of 6.9 million; Auto Sets—high of 4.5 million, low of 2.5 million, average of 3.8 million (see early story page 75).

• BUSINESS BRIEFLY

TWO GM ACCOUNTS • General Motors Corp. to sponsor Henry J. Taylor on NBC Radio, Mon., 8-8:15 p.m. (EST), effective Dec. 13. GM to celebrate 50 millionth auto manufactured by company, sponsoring *Ballad of Progress*, special one-time broadcast on CBS Radio, Nov. 23, 9-9:15 p.m. (EST). Agency: Kudner Adv., N. Y.

CARTER MOVES SPOT • Carter Products (Arrid, Rise) switching its radio and tv spot advertising budget from Sullivan, Stauffer, Colwell & Bayles, New York, to Ted Bates Inc. Latter agency always has handled part of Carter acount. SSC&B will continue to handle firm's radio and television network advertising.

ALLIS-CHALMERS BUYS • Allis-Chalmers Mfg. Co. (farm equipment), Milwaukee, signs to sponsor NBC Radio's hour-long program of tribute to Prime Minister Sir Winston Churchill Nov. 28, 7-8 p.m. (EST). Agency: Bert S. Gittins, Milwaukee.

WESTERN UNION STARTS • Western Union Telegraph Co., N. Y., to begin alternate-week sponsorship of DuMont's *Down You Go* (Wed., 10-10:30 p.m. EST) Dec. 8 when program shifts origination point from Chicago to New York. Agency: Albert Frank-Guenther Law, N. Y.

SKELLY TO BREWER • Skelly Oil Co., Kansas City, shifting account from Henri, Hurst & McDonald, Chicago, to Bruce B. Brewer, Kansas City, effective Jan. 1. Firm's broadcast media budget estimated at over $600,000, with bulk in radio.

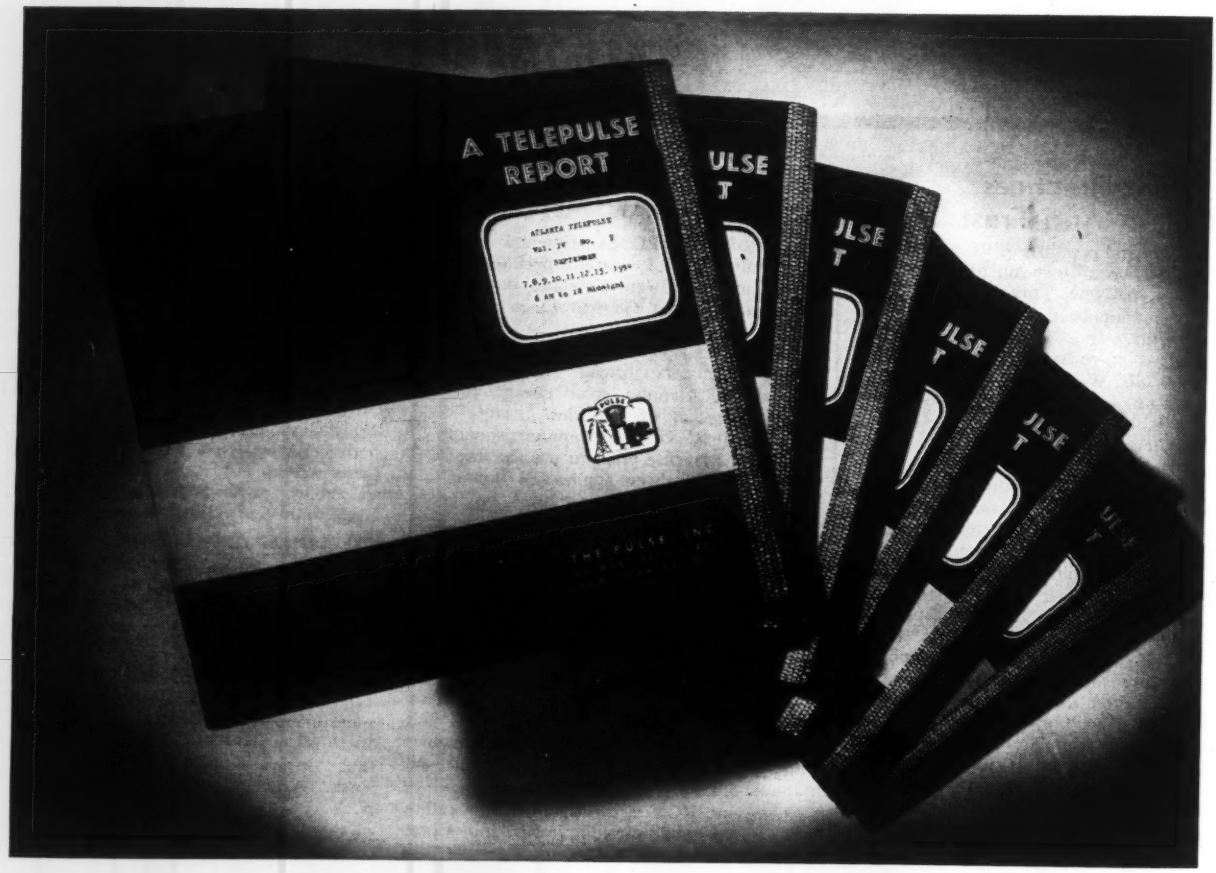
GREY APPOINTED • Chock Full O'Nuts (coffee), N. Y., names Grey Adv., N. Y., to handle its advertising, effective Dec. 13. Advertising budget is about $1 million annually, most of it currently going into radio and tv.

TRAVELER'S SPECIAL • Traveler's Insurance Co., Hartford, to sponsor "Voices and Events—1954," special one-time tape recorded account of highlights of year, on NBC Radio Dec. 26, 6:30-7:30 p.m. EST. Agency: Young & Rubicam, N. Y.

DuMont-Guild Films Talks On Merger Plan Continue

DISCUSSIONS looking toward deal between DuMont Tv Network and Guild Films Co. under which Guild would take over DuMont programs reportedly were very much alive Friday (see early story page 35). Meanwhile Ted Bergmann, DTN director, issued statement that neither "the disposition" nor "the abandonment" of network was contemplated. His statement made no reference to possible suspension of network operations.

Mr. Bergmann alluded to published reports concerning "the permanence" of DuMont network, without identifying them. "It is true," he said, "that certain exploratory conversations have been held in the process of evaluation of the long-term future of four competing networks in television. This study was undertaken because of the number of major cities throughout the country which contained less than the adequate complement of stations necessary to service four networks."



Month after month after month...

THE BOX SCORE*		
Month	Top 15 Once-A-Week Shows	Top 10 Multi-Weekly Shows
April '54	7 out of 15	4 out of 10
May '54	8 out of 15	6 out of 10
June '54	9 out of 15	6 out of 10
July '54	12 out of 15	7 out of 10
Aug. '54	11 out of 15	7 out of 10
Sept. '54	11 out of 15	6 out of 10
Total 6 Mos.	58 out of 90	36 out of 60

*Based on The Atlanta Telepulse, April-September, 1954

It takes more than coverage to get your television message across. It takes viewers, too. In the great Atlanta market, *Telepulse* tells the story.

For 6 consecutive months WAGA-TV led by nearly 2 to 1 the other two Atlanta stations combined—in top weekly shows and in top multi-weekly shows.

Here is proof aplenty that your television dollar gets more viewers day in and day out, month in and month out, when you use WAGA-TV—Channel 5—CBS-TV in Atlanta. Get the full story from our representatives.

A STORER STATION

waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N Michigan Ave., Chicago

at deadline

Networks, AFTRA in Accord On Pension, Welfare Plan

ALMOST two months of negotiations were at virtual end Friday, following agreement of four television networks and American Federation of Television & Radio Artists on industry-financed pension and welfare plan for tv performers, said to be first of its kind in entertainment talent field.

Pension plan, which covers only tv although radio had also been included in original AFTRA demands, will be highlight of new two-year contract covering network radio and tv. Spokesmen for both industry and union confirmed that no other benefits will be written into new contract, terms of which have been substantially agreed upon.

Pension and welfare plan will require employers to contribute 5% of "gross compensation" due each artist, but talent will make no contribution. Assuming $50 million is spent annually for tv talent by advertising agencies and networks, pension and welfare plan would realize about $2½ million per year.

Overall AFTRA contract, when signed, will cover both tv and radio networks. Pension plan will cover tv networks and their local station operations in New York, Chicago and Los Angeles. AFTRA is reported to have about 10,000 members potentially eligible but it is not known how many will participate. Six trustees—three representing AFTRA and three representing management—will be named to administer plan, which is still subject to ratification by board of directors and membership. It is slated to become effective on or after Nov. 15 this year.

Radio portions of new contract, it was reported, will be "substantially the same" as in old pact, which expired Nov. 15.

NARTB Intensifies Efforts In News Freedom Campaign

DECISION to broaden its efforts for equal access of radio-tv at public hearings was made Friday by NARTB's Freedom of Information Committee, meeting at Ambassador Hotel, New York.

Committee agreed to (1) take part in American Bar Assn.'s projected conference with radio-tv heads on revision of Canon 35 which bars broadcast media from courtrooms, (2) request personal talks with Senate-House Rules Committees' chairmen on equal access at Congressional committee public hearings, (3) ask Radio-Tv News Directors Assn. to designate member to sit in with it at future sessions, and (4) urge broadcaster associations to set up counterpart committees at state level.

WWCO Waterbury, Sold

SALE of WWCO Waterbury, Conn., by co-owners Marinus Koster, William G. Wells and James H. Shoemaker for $75,000 to New England Broadcasting Corp., subject to FCC consent, reported Friday by Mr. Wells. New England is headed by Lawrence Brandon, New York City broker; Morris Bergreem, New York attorney, and Ivan R. Drechsler, Baltimore publishing executive. Sale arranged by Blackburn-Hamilton Co.

KIDS' RESPONSE

IN LESS than three weeks, contest for youngsters, conducted over WRCA-TV New York, attracted more than 120,000 entries, station spokesman reported Friday. Response was said to be "remarkable" because contest has been conducted on early-morning *Kids Today* show, featuring Herb Sheldon (Mon.-Fri., 6:45-7 a.m.). Contest, which involved writing letter on "What Thanksgiving Means to Me," ended last Friday.

United Front in News Access Urged by RTNDA in Chicago

RECONSTITUTION of its Freedom of Information Committee empowering chairman to represent group in liaison with NARTB, American Bar Assn. and other organizations on censorship fight adopted Friday by Radio-Television News Directors Assn.

Committee report, under Chairman Charles Roeder, WCBM Baltimore, warned that freedom of information is in "tenuous position" and foresaw united front in fight for equal news access. It cautioned that "warriors for freedoms in radio-television must be well armored both for the trying crises and for the outright clash."

Russ Van Dyke, KRNT Des Moines, elected president for RTNDA in 1955, succeeding James Byron, WBAP Fort Worth. Other officers: Paul White, KFMB San Diego, vice president (program); Harold Baker, WSM-TV Nashville, vice president (radio), and Charles Harrison, WFIL Philadelphia, vice president (television).

In talk prepared for luncheon delivery Saturday, Dr. W. R. G. Baker, vice president of General Electric and general manager of RETMA Electronics Division, said new "electronic tools" (recorders, video tape, portable tv cameras, small transmitters), will help speed flow of information to public. He doubted color tv will affect basic tv coverage any more than color has affected theatre newsreels, and felt radio-tv newscasting "has grown continually more mature."

Fairmont Tv Control Sold

SALE of 75% interest in ch. 35 WJPB-TV Fairmont, W. Va., by J. Patrick Beacom for $147,000 to Donn Baer announced Friday by Blackburn-Hamilton Co., subject to FCC consent. Mr. Baer is Cincinnati investor-public accountant. Mr. Beacom, owner WETZ New Martinsville, W. Va., and WBUT Butler, Pa., retains 25% share.

UPCOMING

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 28: Communion breakfast, Catholic Apostolate—Radio, Television & Advertising, Waldorf-Astoria, New York.

For other Upcomings see page 129

PEOPLE

FRANK YAHNER, formerly with Biow Co. and Young & Rubicam, appointed vice president and account supervisor on Campbell Soup Co. (V-8, pork and beans) account. Mr. Yahner previously supervised advertising for Procter & Gamble's Joy and was senior account executive at Y&R on Borden, Bristol-Myers and other accounts.

DUANE M. WEISE, chief engineer, KOMU-TV Columbia, Mo., appointed to similar capacity for WTTW (TV) Chicago, forthcoming educational tv outlet, assuming new duties Dec. 13.

LEONARD H. LEVITT, sales manager, WTNJ Trenton, named sales director on *Ted Steele Show* on WOR-TV New York.

Shopping Guide Publishers Get Canton Uhf Grant

MORE local live programming, better studios and less concentration of control of mass media of communication are basic reasons cited Friday by FCC Examiner Fanney N. Litvin in 118-page initial decision recommending grant of ch. 29 at Canton, Ohio, be made to Tri-Cities Telecasting Inc. Ruling, to establish first local tv service, would deny competitive bids of Brush-Moore Newspapers Inc. (WHBC) and Stark Telecasting Corp. (partial common ownership with WCMW).

Tri-Cities is headed by Norton Frank who with Mrs. Frank owns nearly 28% of applicant. They publish two area "shopping guide" newspapers.

Because of Brush-Moore's ownership of only local daily papers and control of other papers in area plus WPAY Portsmouth, Ohio, examiner concluded firm must be "greatly disfavored" on mass media issue. She also criticized past operation of WCMW, citing failures to comply with various regulations on keeping logs, timely filing of ownership reports.

KHJ Operates Despite Strike

KHJ-AM-TV Hollywood was operating normally on radio and about to be normal on tv, station said Friday, despite Thursday strike by IBEW technicians. Supervisory employes replaced striking technicians, stagehands, lighting personnel, prop men and building engineers. IBEW claimed "100% backing" of local AFL Central Labor Council. Stations said other personnel were coming through picket lines. KNXT (TV) not affected, though it leases half of KHJ Vine St. building, station spokesmen said.

ABC Hollywood Cutbacks

CUTBACK of ABC Hollywood operation continues [B•T, Nov. 8] with four more engineers from radio-tv pool discharged last week. Three large studios in network's Vine St. radio building have been shut down since no ABC participation show presently originates from West Coast. "Many small Vine St. studios are still in use," according to network.

Vitamin Corp. Buys Blair Group

VITAMIN Corp. of America, Newark, subsidiary of Rexall Drug Co., Los Angeles, signs for John Blair & Co.'s new National Saturation Group plan for one year from Jan. 10, longest term for which plan has yet been sold. Agency, BBDO, Los Angeles. Sale handled by Carleton Coveny and Ted Johnson of Blair Los Angeles office.

the week in brief

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BIRD LORE

Few living things have better right to pessimism than the domesticated turkey, not to be confused with a Broadway flop or the Australian bustard. Yet, in sacrificing his carunculated head to man's appetite, the turkey achieves a moment of greatness, with or without cranberry sauce, worthy of the most incorrigible optimist. Sartorially gaudy, with a taste in plumage completely lacking in restraint, the male bird frequently forgets his tame status and struts with the crass abandon of his wild progenitors.

Centuries before the turkey was discovered by Europeans in 1518, the Pueblo Indians of the Southwest used him, not as food, but to supply feathers for burnt offerings. These were plucked from the live bird and probably made him even wilder. In 1782 Benjamin Franklin urged Congress to use the turkey, unplucked, as a national emblem. Although the eagle claque won out, the turkey, without Franklin sponsorship, achieved doubtful distinction as a succulent symbol of Thanksgiving Day.

Turkey raising is big business in WMT land. The young turkey is a hell of a lot of trouble to raise, but once out of the woods, so to speak, he pays off with cash-type money. The 1954 crop is kind of nervous and won't stand still for accurate counting, but it's around four million, which is a lot of white meat.

WMT and WMT-TV

Mail Address: Cedar Rapids

CBS for Eastern Iowa

National Reps: The Katz Agency

RED-HOT and READY to

LAUGHS! STARS! SONGS!

Dazzling MUSICAL REVUES!

Hilarious COMEDY STORIES!

ELABORATE! BIG! LAVISH!

WITH EDDIE CANTOR

YOUR STAR, YOUR HOST, YOUR PRODUCER!

Something different and exciting every week . . .

to capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, starlets and guest stars like Brian Aherne, Don DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!

MUSIC...

all special arrangements

by DAVID ROSE

(of "Holiday for Strings" fame)

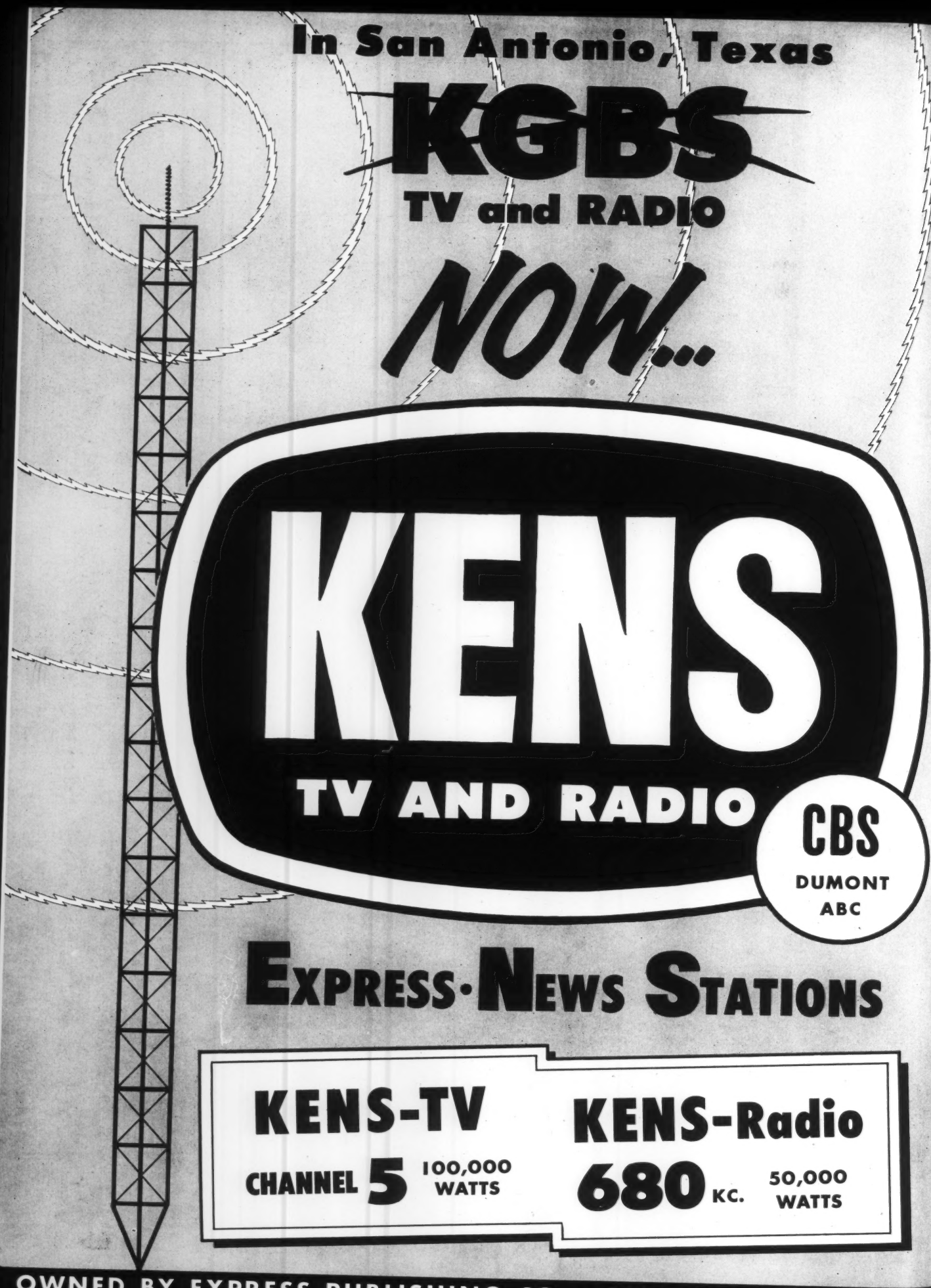
to make sales sizzle for you!

ZIV's
GLORIOUS NEW TV EXTRAVAGANZA

"THE EDDIE CANTOR COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame *NOW* before your market is closed.

ZIV TELEVISION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ROBERT MONTGOMERY PRESENTS

WELL NOW, it seems that the term co-existence is much in the news these days and it might be time to raise the question whether tv and those broad, panoramic classics which have been appearing rather frequently on the nation's tv screens can co-exist.

With Robert Montgomery's two-part telecast of *The Hunchback of Notre Dame* just completed last week, it might not be amiss to ask whether the 17-in. or 21-in. tv screen is the proper vehicle for presenting the character-packed, action-packed, scene-packed classics of those who wrote in the grand manner (Shakespeare, Fielding, Dickens, Tolstoy, Bennett come to mind).

Victor Hugo's *Hunchback of Notre Dame* is a huge, rambling story of dozens of characters in the rowdy, teeming, fetid Paris of the Middle Ages. Each character is delineated over dozens of pages and the tone of old Paris is communicated to the reader over dozens of chapters.

How fared Mr. Montgomery in his presentation of this classic? The telecast of the Hugo work was made in two parts, each running one hour and separated from each other by seven days. The essence of medieval Paris was distilled in five scenes (the square in front of Notre Dame, the court of the Provost of Paris, the inn of the beggars, the hovel in which the gypsy dancer and her poet lived, and the belfrey home of the bell-ringer).

The characters were projected in short scenes with much of their background amplified by Mr. Montgomery's between-the-acts narration.

Thus, the saga of Quasimodo—which in the novel is fleshed with the myriad details of great writing—seemed episodic and one-dimensional on the picture tube. That may be the limitation inherent in tv. It cannot paint the sweeping canvases of the great classics. The picture tube is not large enough; the time allotted not long enough.

Viewing the Montgomery production as television, however, we would say it was tv of a very high order. Within the confines of the medium, Mr. Montgomery managed to tell the story of the misshapen bell-ringer with artistry and with some of the great compassion which is the soul of the Hugo book.

Robert Ellenstein was splendid as the hunchback. To one whose picture image of Quasimodo is that of the late Lon Chaney, Mr. Ellenstein's characterization implied a humaneness that overshadowed the physical grotesqueness of the portrayal.

Bramwell Fletcher as Frollo, the archdeacon of Notre Dame, was successful in inducing an element of compassion to serve as a counterpoint to the ugly brutality of the city, the mob and the nobles.

Hurd Hatfield as Gringoire, the poet, grew in his part so that his portrayal of the physically weak but noble in sentiment versifier attained stature.

We were somewhat disappointed in Esmeralda, as played by Celia Lipton. Where was this wanton gypsy whose attractions so fatally inflamed her three suitors? Miss Lipton in her characterization seemed more bland than fiery. The other portrayals must be described as adequate.

Staging, settings and camera work were more than adequate and in some scenes showed inspired creativeness.

There's no question that torture was an accepted form of justice in those days. But, we were somewhat shaken at the showing of the use of the vise on Esmeralda, and for what seemed so long a period.

Undoubtedly, any classic performed on tv is going to have an audience. Just the fact that it is a classic is bound to attract those who feel they must see it. It is good that in those which have been attempted the calibre has been high, regardless of medium shortcomings.

Adapted from Victor Hugo's novel, "The Hunchback of Notre Dame," by Alvin Sapinsley.

Production costs: Estimated at $40,000 per program

Sponsors: S. C. Johnson & Son through Needham, Louis & Brorby (Part I); American Tobacco Co. through BBDO (Part II).

Executive Producer: Robert Montgomery; Production Supervisor: Joseph W. Bailey; Assistant: Hank Coleman; Director: Norman Felton.

Scenery: Syrajala; Makeup: Robert O'Bradovitch; Costumes: Jane Burroughs; Casting: Doris Sharp.

Cast: Robert Ellenstein, Hurd Hatfield, Celia Lipton, Mary Sinclair, Scott Forbes, Tom Duggan, Bramwell Fletcher, Fred Worlock, James Milhollin.

Origination: New York.

THEY STAND ACCUSED

THAT old standby in the realm of unrehearsed courtroom dramas, *They Stand Accused*, has been dusted off by the DuMont Television Network after a two-years' absence and revived with the acknowledged advantage of a commercial sponsor.

The case aired on the Nov. 11 stanza involved an alienation of affections suit, in which an architect sued a woman, an intimate friend of his estranged wife, for attempting to break up his home.

The uniqueness of this series lies in the fact that viewers are treated to a full-hour courtroom trial during which no scripts are utilized, either by the principals, portrayed by professional actors and actresses, or the attorneys, played by Chicago lawyers. The case is completely ad libbed—the commercials are not.

The revival of *Accused* has been achieved with only moderate success, due largely to uneven camera work, but that is not to say that the ingredients are not there. Also, in this particular case, the professional actors, notably Lee Phillips as the architect, were too articulate and their testimony too pat to ring true.

Picturewise, the camera work might have been improved with better closeups of the prosecuting and defense attorneys trying their cases before the jury. When properly executed, there is nothing more dramatic and compelling. On the other hand, it was entirely adequate in closeups of the women in Mr. Lang's life as one after the other took the witness stand.

The commercials, on behalf of Lanolin Plus lipstick, shampoo, skin cleanser and other products, were tastefully delivered throughout the hour.

Production costs: $9,000.

Sponsor: Consolidated Cosmetics Inc. (Lanolin Plus products) through Frank E. Duggan Adv., Chicago

Network: DuMont Tv—Thurs., 7-8 p.m. CST

Produced by: Leslie Urbach

Associate Producer: Richard Von Albrecht

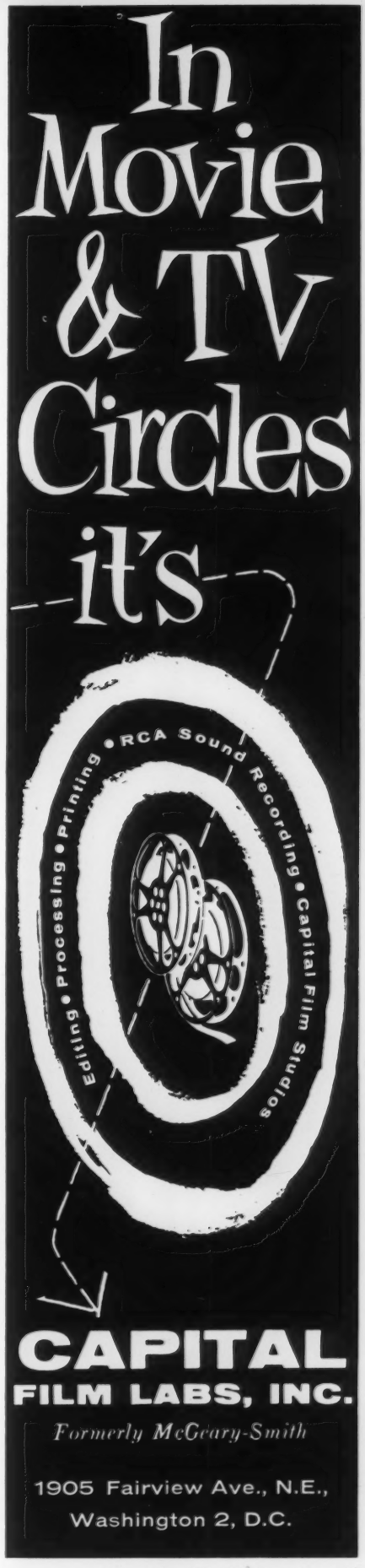
Directed by: Sheldon Cooper

Written by: William C. Wines

Announcer: Jim Bannon

Cast: A. Bradley Eben, Lee Phillips, Mina Kolb, Toni Gilman, Mary Staver, Matthews Steinberg, Erritt Graham, Harry Christian

Origination: Chicago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Editing • Processing • Printing • RCA Sound Recording • Capital Film Studios
CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
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BQ-1A TURNTABLE. For fine-groove 45's and 33⅓ LP's (exclusively)—up to 12". Only 28" high, 20" wide, 16½" deep, this studio-proved unit is your answer for a moderately priced turntable. Complete, with lightweight tone arm, filter, 1.0 mil pick-up, and cabinet.

BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.

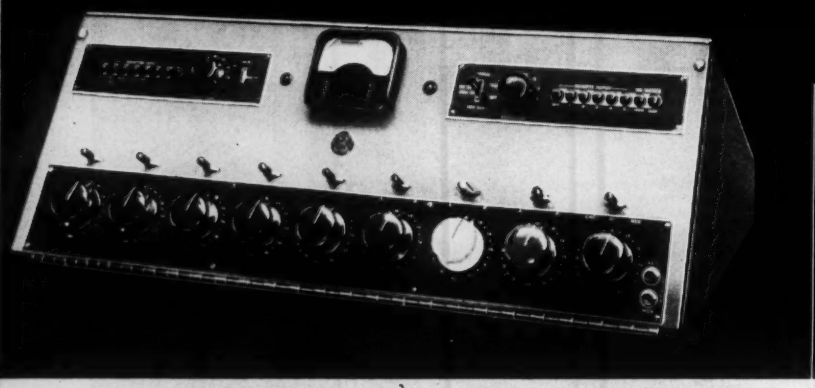
BC-4A AUDIO CONTROL. This new unit pro-vides adequate control and switching for a studio, control booth, two turntables, net-work, 2 remotes, and tape recorder. Addition of a second BC-4A doubles facilities, permits dual-channel operation. Ideal audio sub-control for TV stations.

Everything in Audio...

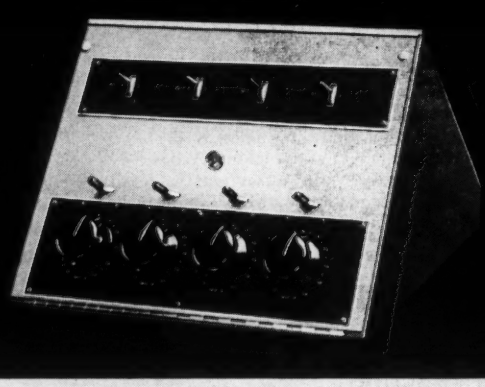
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.

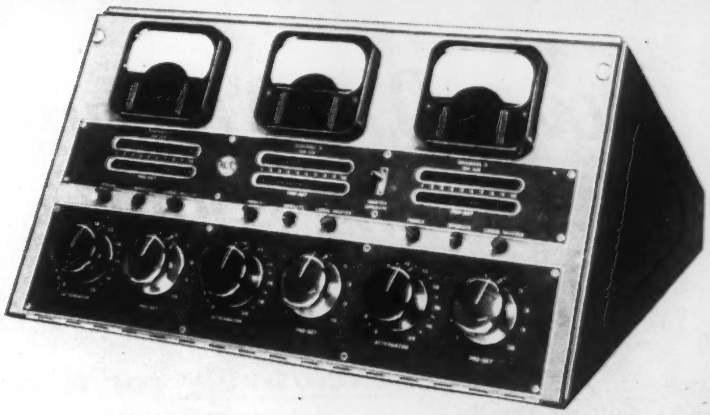


BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.

-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). ...e as RT-11B and includes all the design features ...the rack-mounted unit—but is ideal for use near ...RCA Consolette or turntables in control rooms or ...dios where rack space is not available.

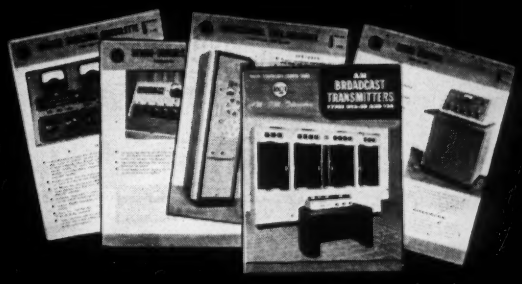


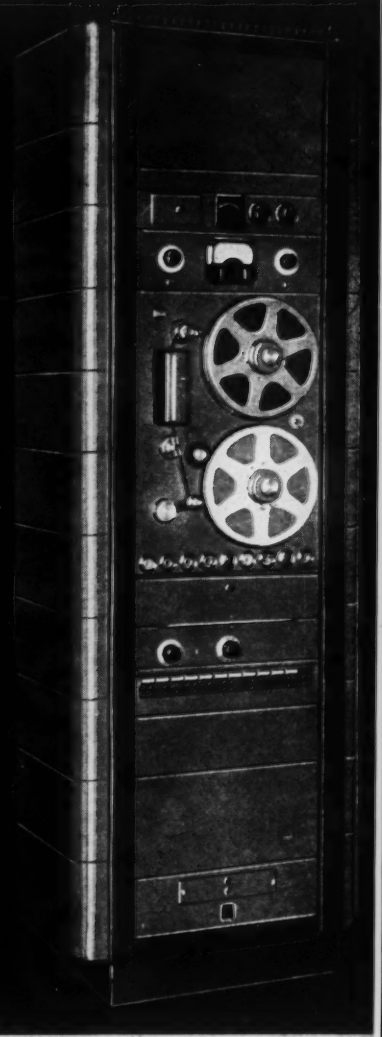
BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

...for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

ITEM	NUMBER
BC-4A Audio Control	B-1112
BC-2B Studio Consolette	B-1100
BCM-1A Auxiliary Mixer Console	B-1108
BCS-11A Master Switching Consolette	B-1116
BQ-1A Turntable	B-1616
BQ-70F Deluxe, 3-speed Turntable	B-1600
RT-11B Professional Tape Recorder for Rack Mounting	B-1700
RT-12B Professional Tape Recorder (Console Type)	B-1700
BTC-1B Transmitter Control Console	2J-8256



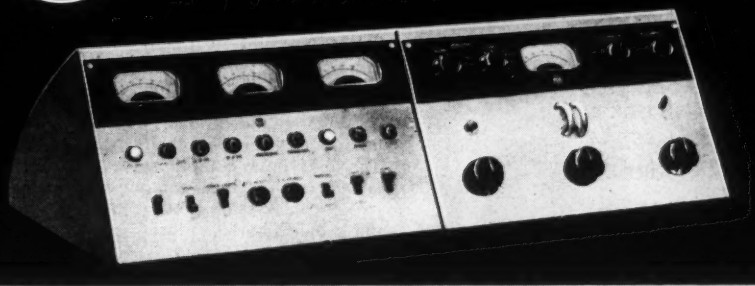


PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.



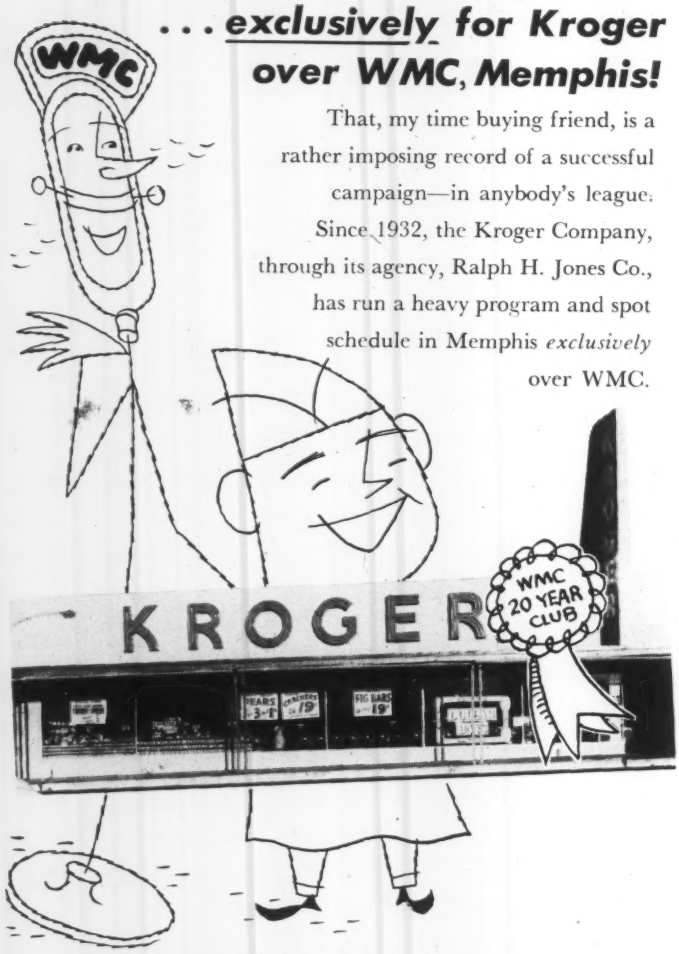
BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.

over 9,700 programs and spots in the past 22 years

. . . exclusively for Kroger over WMC, Memphis!

That, my time buying friend, is a rather imposing record of a successful campaign—in anybody's league. Since 1932, the Kroger Company, through its agency, Ralph H. Jones Co., has run a heavy program and spot schedule in Memphis *exclusively* over WMC.



It's an old Southern custom to listen to WMC.

For more than 31 years, this pioneer station of the Mid-South has "keyed" its programs to the needs and wants of its great listening audience.
Dick Voorhis or any Branham man will be glad to give you more details.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT 300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal
National representatives, The Branham Company

OPEN MIKE

Forward Look

EDITOR:

. . . I appreciate the production proofs of the ON ALL ACCOUNTS sketch [B•T, Aug. 23]. You guys are certainly doing a swell job with B•T and I look forward to it every week.

George F. Stanton
Media Director
Dancer-Fitzgerald-Sample
Chicago

I & P

EDITOR:

Thanks very much for the intelligent and perceptive review that you gave to my "Big Ball of Wax" . . .

Shepherd Mead, Vice President
Radio & Tv Copy Chief
Benton & Bowles, New York

Seasonal Sketch

EDITOR:

Our artist, Joe Henderson, has come up with a cartoon that we got a big kick out of here in

the office. [We] thought you may be able to use it. . . .

R. Q. Glass Jr.
Commercial Manager
WFBC-TV Greenville, S. C.

Dedication

EDITOR:

You recall that with great pomp and publicity, television about two weeks ago, dedicated itself to "Light." Well, last Saturday night, without any fanfare or a line by a single commentator, I dedicated myself to television. Propped up in bed at the Brown Hotel in Louisville, I listened in succession to *Name the Face*, the *Imogene Coca Show*, the *Jimmy Durante Show* and the *George Gobel Show*.

I did not squirm or squint, stick my fingers in my ears, hide my head under the covers, turn off the commercials or go anywhere. Pure, unadulterated attention. Possibly because I was immobilized by two tablespoons of Elixir of Terpin Hydrate cum Codeine, as it says on the label. I would have continued through *Waterfront* with Preston Foster, but the effects of the codeine started wearing off.

I am confused, and skeptical and hopeful. Poor Imogene, I wanted to take her by the hand and lead her back to Cafe Society Downtown where first I saw her and say "Now, you're back among your friends. You don't have to worry any more about supporting five

SURE* SHOT

The Houston story you know by now: how it doubles every 10 years, how it's got a million people, how it's far and away the biggest city in the booming South.

What maybe you don't know is this:

That million has money . . . business is fine . . . the town's still reaching and stretching and sprawling out onto the prairies, buying, buying, buying.

The picture's plain; the facts are famous.

And full in the foreground of the picture is a rootin', tootin', shootin' cat, the mascot of Channel 13, KTRK-TV. He's a sure shot.

Why so sure?—obvious:

The ONLY prime time in Houston's on ABC's newest outlet, KTRK-TV, Channel 13, The Chronicle station. Availabilities are yours fast from BLAIR-TV or KTRK-TV.

KTRK-TV

* The one thing we're not sure of is how long the availabilities will last. Seems every time a KTRK-TV salesman makes a call, the prospect turns into an advertiser with the word "SURE!" We love the word, but we thought you ought to know.

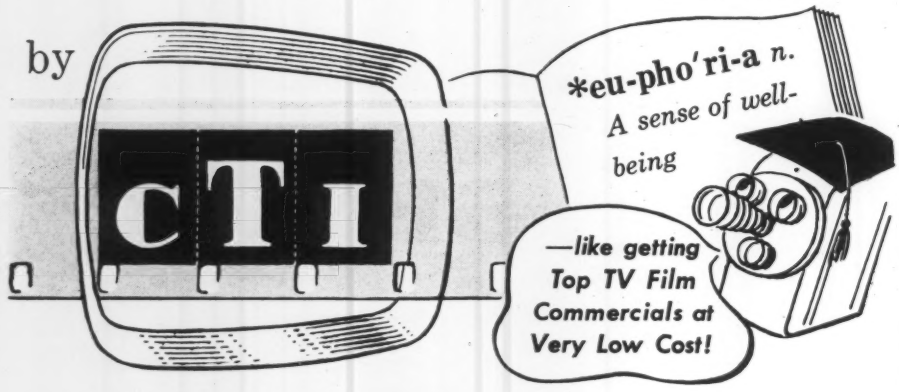
THE CHRONICLE STATION, P. O. BOX 12, HOUSTON 1, TEXAS
HOUSTON CONSOLIDATED TELEVISION CO. General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

CHANNEL 13, BASIC ABC
NATIONAL REPRESENTATIVES:
BLAIR—TV, 150 E. 43rd St., New York 17, N. Y.

Get that feeling of **Euphoria***

Have your films made in **PEORIA** (of all places!)

by



Central Telefilms, Inc.

and get ALL 3

1. Technical Excellence
2. Definitely LOWER COSTS
3. "On-Time" Service

Why Peoria? We planned it that way! We wanted to get away from "big city" overhead—and we did! Here our production costs are *significantly lower*, so that we can turn out beautifully executed film commercials at definitely lower prices. We offer unusually complete facilities for producing every type of commercial, including expert cameramen, top flight animators, sound and laboratory technicians, modern sound stages and equipment—even mobile units for location shooting.

In addition, we have ready access to outstanding talent—vocal, instrumental and acting. We have the facilities, experience and the creative staff to guarantee high viewer-interest for your commercials—at the lowest cost.

For your next commercials, may we suggest ideas and quote prices?

810 N. Sheridan Road • Peoria, Illinois • Phone: 5-7611

Central Telefilms, Inc.

Producers of All Types of Television Film Commercials

HERB LANDON, *General Manager*

writers, six producers and ten executives and agents.. You're safe. We'll never let that time-space-Hopper machine find you, to start clawing up you and your lovely mink coat."

For Jimmy Durante, I could only think of the old Orpheum circuit of the twenties where twice a year he'd be sharing top billing, or maybe the Ziegfield Follies. It was pathetic to see him being cut up into 20-second takes—a great guy watered down to mediocrity. George Gobel seemed more designed for the new medium of television. He's like the rest of us, intimidated by all salesmen, even vending machines.

What I'm trying to say is television somehow has to free itself from the boring similarity of writer-producer patterns, designed to fit the clock and competition.

Saturday night or Sunday afternoon should offer me the choice of the Orpheum, the symphony, a Burton Holmes travelog, a sports event or dancing party or a review of the news with a discussion of world affairs. Enough of one or the other to really entertain me, or make me think. But not all crammed into one pink pill with more vitamins than the system can possibly absorb within a limited time.

I don't pretend to have a solution. But I am interested.

R. L. Smith
Beekman Tower Hotel
New York City

Jubilee's Triumph

EDITOR:

The validity of your highly critical review of *Light's Diamond Jubilee* in your Oct. 18 issue is questionable when reviewer is not astute enough to recognize sportscar in Air Force bit as Triumph TR2, not Jaguar. Realize my observation comes late but birth problems of our great new station puts normal prompt reading of BROADCASTING • TELECASTING a little behind.

John P. Brophy, Program Director
KUTV (TV) Salt Lake City, U

Tv Bingo

EDITOR:

Found the feature on telephone Bingo quite interesting [B•T, Nov. 15]. Telephone Bingo is no newcomer to tv as you can see from the enclosed *Video* card. *Video* is a variation of Bingo originated by me early in 1950, when I first produced a program by that name on WHEN (TV) Syracuse, N. Y.

The show was highly successful and enjoyed a two-year run under the sponsorship of P & C Cooperative Family Foods . . .

Ned Ryan
CBS Television
New York

[EDITOR'S NOTE: The *Video* card's 25 spaces displayed pictures of familiar grocery products—Sunkist lemons, Blue Goose peas, Libby's peaches, etc.—instead of the customary numbers.]

The Other Side

EDITOR:

Being on the other side of the Pacific, it makes for interesting study to see the trends in radio and television in the U. S. . . . I must commend your publishing house on your issue of the 1954 BROADCASTING YEARBOOK. It was a colossal task handled magnificently. I am looking forward to the TELECASTING YEARBOOK which no doubt is in one of the Adelaide post office's mailbags awaiting its destination.

John Warwick
Adelaide, South Australia

There is a DIFFERENCE *between* Radio and Radio

The astute users of radio today operate on a very clear principle. They tap radio's great opportunity . . . talking to people *intimately* and *frequently* . . . by the surest and most economical means. They distinguish between run-of-the-mill radio stations and *great* radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or *great.*

A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community.

The radio stations we represent are great stations in important markets — stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the *full* economy of radio.

We are always ready to discuss with you the application of great radio to your sales objectives.

THE HENRY I. CHRISTAL CO., INC.

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WBAL Baltimore (NBC)
The Hearst Corp.

WBEN Buffalo (CBS)
Buffalo Evening News

WGAR Cleveland (CBS)
Peoples Broadcasting Corp.

WJR Detroit (CBS)
The Goodwill Station, Inc.

WTIC Hartford (NBC)
Travelers Broadcasting Service Corp.

WDAF Kansas City (NBC)
Kansas City Star

Measure of a Great Radio Station

KFI Los Angeles (NBC)
Earle C. Anthony Inc.

WHAS Louisville (CBS)
Louisville Courier-Journal & Times

WTMJ Milwaukee (NBC)
Milwaukee Journal

WGY Schenectady (NBC)
General Electric Company

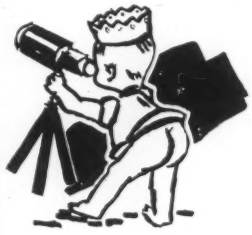
WSYR Syracuse (NBC)
Herald-Journal & Post-Standard

WTAG Worcester (CBS)
Worcester Telegram-Gazette

They Stayed with a Winner!

Everybody loves a winner—and WILK is the most consistent winner in "Buy-Conscious" Northeastern Pennsylvania. These smart advertisers know that WILK gives them *most* for their advertising dollar. By staying with WILK, they're staying with a PROFITABLE schedule!

For three consecutive years, WILK has carried exclusively for the ATLANTIC REFINING COMPANY their Baseball and Football broadcasts in Pennsylvania's 3rd market. They reach the people they want when they want 'em through the selling power of WILK.



Last Spring Nestle's Instant Coffee took a saturation news package on WILK. That campaign was so successful that Nestle's Instant Coffee came back this Fall for another saturation buy including both Newscasts and Weekend Sports Features. They supplement this extensive program with a regular spot schedule . . . and they get *RESULTS!* These advertisers are staying with the winning team.

Join us—we've got the audience for you—a *buying* audience that stays with WILK.

CALL or WRITE

AVERY-KNODEL, INC.

• NEW YORK • CHICAGO • LOS ANGELES
• SAN FRANCISCO • ATLANTA • DALLAS

WILK

WILKES-BARRE
An ABC Affiliate

BOOKS

TRIAL BY TELEVISION, by Michael Straight. The Beacon Press, Boston. 282 pp. $3.50.

ANYONE who watched television's coverage of the Army-McCarthy hearings will want to read this book to compare his own reactions to what went on during those exciting 36 days in the Senate caucus room with those of the author. Editor of the *New Republic*, Mr. Straight is admittedly opposed to Sen. McCarthy, his philosophy and his actions. He is also, however, a good reporter and a colorful writer and his book is good reading whether or not the reader agrees with the author's conclusions. Robert Osborn's caricatures of the principal participants make pertinent illustrations for the text.

BASIC TELEVISION, PRINCIPLES AND SERVICING, by Bernard Grob. McGraw-Hill Book Co., New York. 660 pp. $6.

THIS is the second edition of a book which is described by its author, an instructor at RCA Institutes, as "a comprehensive course in television, including color television, for radio servicemen and technicians . . . a suitable text for television courses that follow a course in radio fundamentals." The volume is profusely illustrated with photographs, charts and diagrams.

THE TELEVISION COMMERCIAL, by Harry Wayne McMahan. Hastings House, New York. 180 p. $5.

THIS slender volume, subtitled "How to Create and Produce Effective Tv Advertising," seems likely to become the standard text for students in this field. The author, a veteran commercial producer-writer, now vice president in charge of tv commercials for McCann-Erickson, sets forth the basic principles of the art in simple, easy-to-understand language, profusely illustrated by pertinent clips from actual tv commercials. Mr. McMahan's book is required reading for the beginner in video advertising and the experienced practitioner will find it interesting and informative.

STAGING TV PROGRAMS AND COMMERCIALS, by Robert J. Wade. Hastings House, New York. 232 pp. $6.50.

IN his introduction, Mr. Wade describes his book as "a combination manual, scenic shop companion and 'how-to-do-it' guide . . . for those artists, technicians, incipient production facilities directors and general studio assistants who . . . are involved in tv staging and faced with the problems of planning and executing sets and accessories." Living up to that theme, the volume is practical and down-to-earth, avoiding generalizations and concentrating on the specific details the man-on-the-job needs to know. The hundreds of illustrations, in keeping with the text, range from overall views of network studios to details of hardware for tv scenery. The author, freelance set designer and tv art consultant, for nearly 10 years was art director of NBC-TV.

TELEVISION 2ND EDITION. By V. K. Zworykin and G. A. Morton, John Wiley & Sons, New York-Chapman & Hall Ltd., London. 1,037 pp. $17.50.

THIS is a complete revision of the original work published 14 years ago and reflects the many technological advances that have raised television to a major industry. Special features of this new edition are detailed discussions of color tv and a comprehensive study of industrial tv and other related topics. Special emphasis is placed on the two fundamental elements of the tv system—the camera tube and the kinescope.

★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★

WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★

EVEN **LIVERPOOL** WATCHES

W·H·E·N TV

The fog has lifted in Liverpool. There's nothing but sunshine in town, ever since WHEN-TV hove into port.

Bobby or bobby-soxer, everyone in Liverpool is up to his ears in Channel 8—and happy as all get-out about it.

Liverpool, like 250 similar communities in upstate New York, is devoted to the "see." And the townspeople see more, enjoy more, live more and buy more since the day WHEN-TV first dropped anchor there.

If your sales charts look sick, give your products a "see" voyage on WHEN-TV.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

CBS
ABC
DUMONT

A
MEREDITH
STATION

our respects

to HENRY JULIAN KAUFMAN

ALMOST, but not quite, a quarter-century ago a young Washington, D. C., agency head kept telling himself, "This radio thing is going places." Steeped in newspaper advertising experience, he decided that any client who bought radio deserved the services of a specialist who knew how to pick stations and time, and how to make them pay out in terms of results.

Henry J. Kaufman, at that time a substantial part of the Henry J. Kaufman Adv. personnel, had become radio conscious because the public was buying sets in vast quantities and because he was handling the Capitol Radio Engineering Institute account.

First step toward radio expansion came in 1932 when the young agency operator (26) hired Jeff Abel with this admonition, "You're radio director. You'll soon know as much about it as anybody else."

The agency ventured into the new medium with a 6-6:15 p.m. participating sports program on WOL Washington.

Soon the agency was deep in regional networking for the Abner Drury Brewery, acquainting Washington, Baltimore and Richmond listeners with whatever could be said on behalf of prohibition beer. Next came Arthur Godfrey, sun-riser on the old WJSV Washington (now WTOP). Arthur started kidding one of the Kaufman clients, Joe Cherner, Ford dealer. "Uncle Joe" rapidly became a Washington by-word and the account blossomed into a flossy orchestra-vocalist production.

In the depression-struck early '30s, many agencies were competing fiercely for business and fee practices were on the rugged side. Far-sighted Washington stations were operating with a general rate, and cheerfully paying 15% fees to agencies. This good thing didn't escape agency eyes, and newspaper users found themselves feeling their way into the new medium.

The Kaufman agency has grown with radio. It now has a staff of two-score persons, at least a half-hundred accounts (many of them national) and a multi-million-dollar billing. One radio account alone—the CIO program on 175 ABC stations—is reputed to be close to the million-dollar bracket.

Henry Julian Kaufman is a Washington native (born Dec. 17, 1906). He attended two local colleges, George Washington U. and National U. of Law, plus the Management Institute at Westport, Conn. From 1922 to 1929 he worked in the advertising departments of the old *Washington Herald* as well as the *Times*.

In 1929 he served as branch office manager for Dombrower Adv. Agency, performing as a one-man agency army. The job convinced him that the best spot for an advertising man was in his own agency, and Henry J. Kaufman Adv. was formed. One room proved quite adequate for the first few months. The agency was reorganized in 1946 as Henry J. Kaufman & Associates, with key executives joining in ownership and management. Its 25th anniversary was celebrated last Sept. 14.

Mr. Kaufman is still a firm believer in radio, particularly daytime and morning schedules. "Radio's resistance to the onslaughts leveled at it by other media is amazing," he said. "Some stations are more successful than ever. Daytime and morning radio are as strong as in the past. It has one big advantage over competing media—people, home-makers and bread-winners, can do things while they listen.

"Is radio a dead duck? Anything but! It will continue to be strong as far ahead as anyone can see."

Having grown up businesswise with radio, Mr. Kaufman is alert to the power and potentialities of television. The agency produced what has been called the first Washington tv commercial program, starting on WTTG (TV) about the time that station took the air (Jan. 1, 1947) as the Capital's first video outlet. The program was a fashion-magician production sponsored by Potomac Electric Power Co.

There's one tv problem that has Mr. Kaufman worried—the high cost of time and talent. He finds many large sponsors having trouble adjusting their advertising budgets to the rising expenses. He believes split time, in which sponsors share a program, has a disadvantage that will make this idea fall of its own weight. This disadvantage is the lack of consistency and persistency, in which exclusive identity is absent.

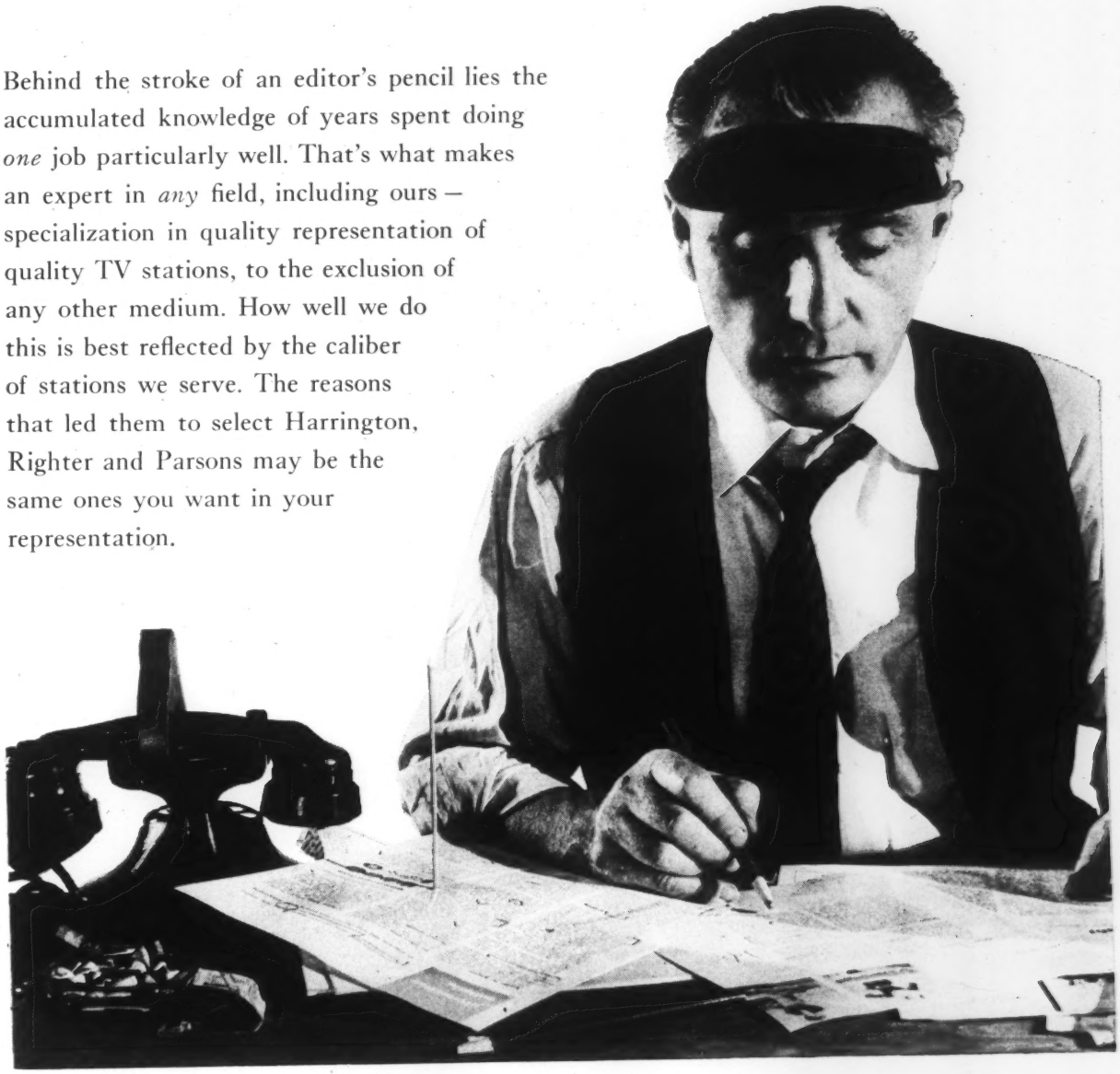
Mr. Kaufman has been a member of the Steering Committee of the National Advertising Agency Network for a number of years. He is a past vice president of Advertising Federation of America; past president, Washington Ad Club, and member of the Washington Board of Trade and American Public Relations Assn.

A soft-spoken person, he goes about his business quietly and efficiently. His interests include travel, outdoor sports, social service, literature, philosophy and the history and practice of business. His list of social and business affiliations includes Woodmont Country Club, United Community Services board of trustees, ex-director of American Cancer Society and Better Business Bureau. He married the former Irma Ney, also a Washington native, in 1930.

Once a dyed-in-the-wool newspaper addict, Mr. Kaufman has kept abreast with media progress and still holds to his original theory that media buying should be handled by specialists. The theory has merit—outstanding merit—judging by the success of Henry J. Kaufman & Associates.

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

the big figures tell the big story

OUT OF

For national advertisers, the big story is a *national* story. And nationwide, NBC-TV consistently delivers bigger audiences than any other television network.

The most recent report of Nielsen Television Index–*the accepted yardstick of national audience measurement*–shows NBC-TV dominating the top-ten with seven shows:

MARTHA RAYE SHOW—51.3 *(14,313,000 homes)*
BUICK-BERLE SHOW—49.7 *(13,986,000 homes)*
DRAGNET—43.1 *(12,184,000 homes)*
GROUCHO MARX—YOU BET YOUR LIFE—42.0 *(12,016,000 homes)*
COLGATE COMEDY HOUR—37.9 *(10,748,000 homes)*
THIS IS YOUR LIFE—37.8 *(9,824,000 homes)*
CAESAR'S HOUR—37.5 *(9,825,000 homes)*

No NBC Spectaculars fell within this report period. But in September, SATINS AND SPURS (11,300,000 homes)* and LADY IN THE DARK (11,347,000 homes) both earned top-ten size audiences.

And that's not all. The average evening program on NBC-TV is seen in *900,000 MORE homes* than the average evening program on the second network. For national advertisers, that's like getting all the families of both Philadelphia and St. Louis, thrown in as a bonus!

The big story for national advertisers is NBC-TV's undeniable national audience leadership, another reason why more advertisers use NBC-TV than any other network!

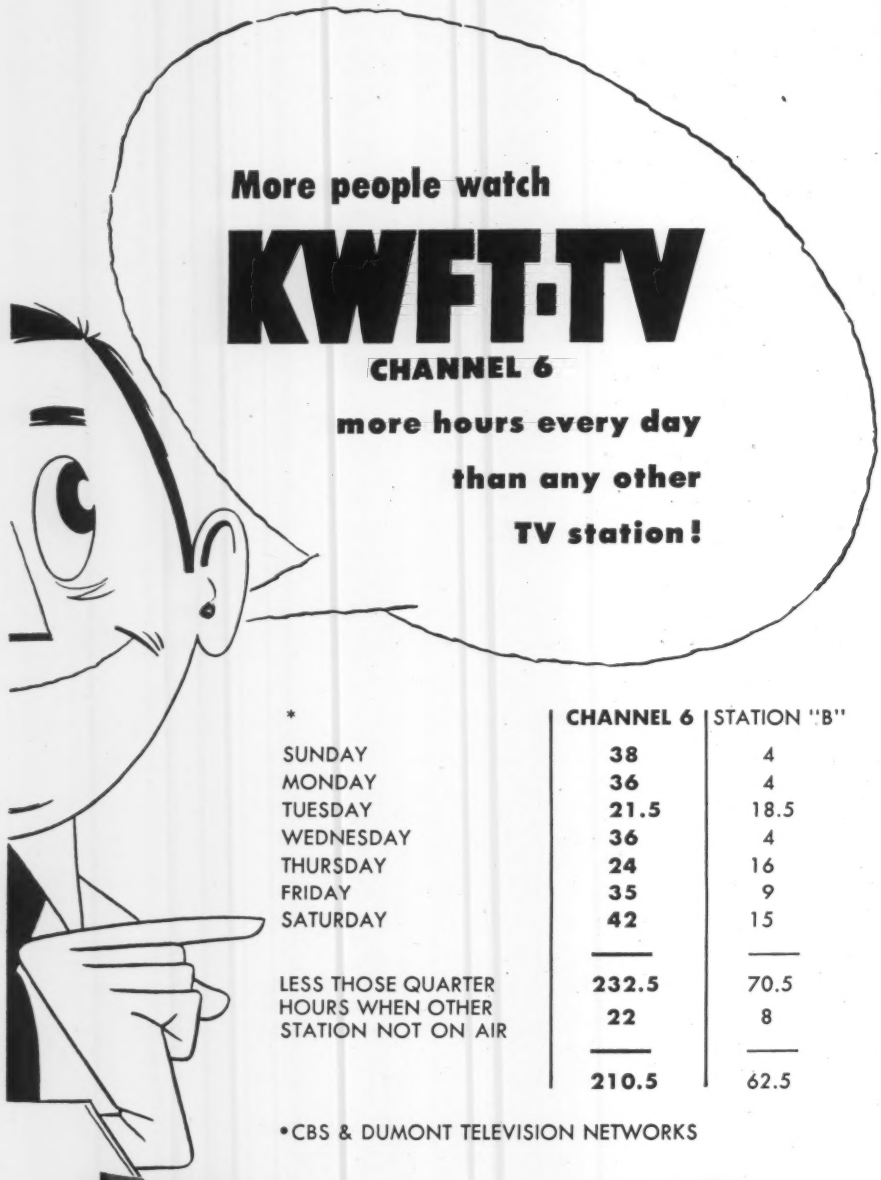
SOURCES: *Nielsen Television Index, October Report I, 1954. The accuracy of the above data has been verified by the A. C. Nielsen Company.*

**Based on Special Nielsen Tabulation covering the entire program.*

NBC *television*

a service of RCA

Pulse Reports* in Wichita Falls, Texas



*	CHANNEL 6	STATION "B"
SUNDAY	38	4
MONDAY	36	4
TUESDAY	21.5	18.5
WEDNESDAY	36	4
THURSDAY	24	16
FRIDAY	35	9
SATURDAY	42	15
LESS THOSE QUARTER HOURS WHEN OTHER STATION NOT ON AIR	232.5	70.5
	22	8
	210.5	62.5

•CBS & DUMONT TELEVISION NETWORKS

KWFT-TV
CHANNEL 6

Represented by **BLAIR TV, Inc.**

FREDERICK RUSSELL RAYCROFT

on all accounts

IN Frederick Russell Raycroft, appointed Nov. 1 as vice president and director of radio and television for Robert W. Orr & Assoc., New York, is a combination of veteran, pioneer and "developer."

As a veteran, Mr. Raycroft, known throughout the business as Russ, was radio-bred at WGN Chicago, which he joined in 1936 as "sound man" on the old *Orphan Annie Show.*

In 1947, already experienced as a director and producer of programs with emphasis on musical shows, he joined Dancer-Fitzgerald-Sample in Chicago where he advanced from director of radio commercials to supervisor of radio-tv commercials in New York (he made the city-switch in 1949).

At D-F-S, Mr. Raycroft helped develop Falstaff Brewing Corp.'s *Baseball Game of the Week* on ABC-TV and, with MCA, the latter's tv film property, *Rod Cameron and City Detective* (also sponsored by Falstaff). In radio, Mr. Raycroft had a hand in the General Mills-sponsored *Cal Tinney Show* on ABC Radio and worked on General Mills' *Lone Ranger* radio and tv series. Other tv shows were *Beulah* (Procter & Gamble) and the *Stu Erwin Show* (Procter & Gamble) on ABC-TV. For music lovers (he's one himself, having traveled with dance bands in his youth), he produced *Music from the Heart of America,* Chicago-originated for NBC.

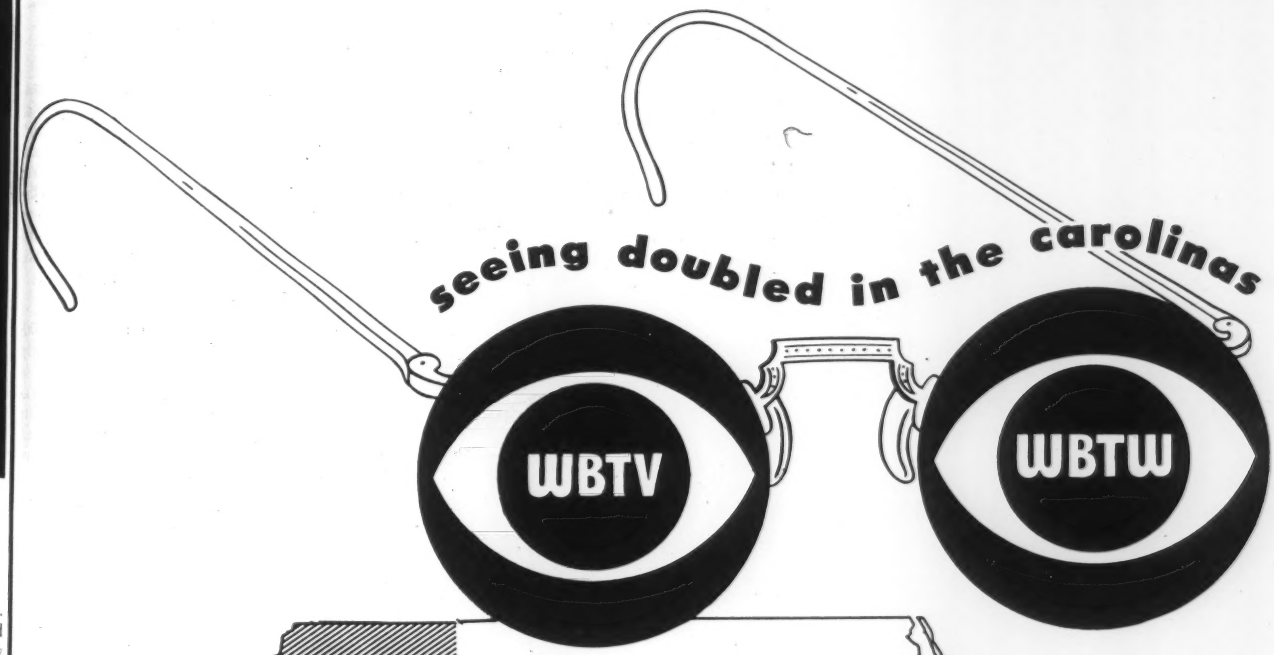
Mr. Raycroft, noting patterns and use of radio have changed and that broadcast media buys are a matter for the individual advertiser's needs, feels (1) "radio is not dead by *any* standard" and (2) there's too much worry about color—particularly color tv film.

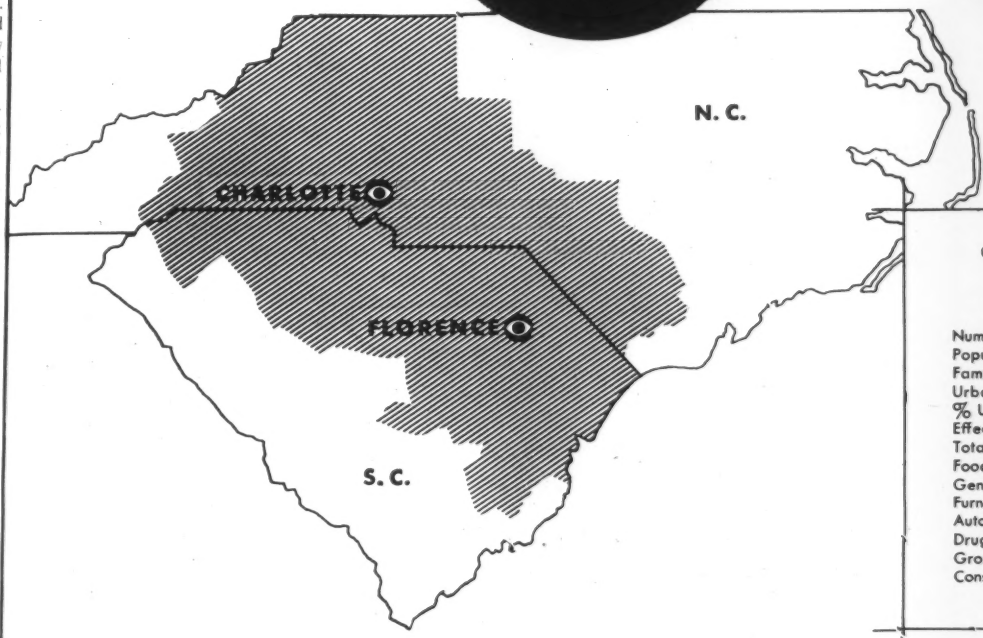
Then there's the personal story about Mr. Raycroft (born in Detroit, June 3, 1914), which started with the loss of his father, Fred Raycroft, an old-time minstrel man and soft shoe dancer, when Russ was 13. There followed a life at "wonderful" Mooseheart, Ill., where he and his mother lived through his high school days, and where he tasted radio at Mooseheart-founded WJJD Chicago.

It extends to service during World War II as a licensed radio operator on a tanker; 10 years lecturing a radio writing course he designed at Northwestern's Medill School of Journalism; marriage to Frances Hart, whose parents were stars of light opera, and a home in South Norwalk, Conn., where the Raycrofts live with their four children: Fredricka, 10; James, 7; Andy, 4, and Danny, 3.

It also includes a workshop (he's rebuilding his house), music for relaxation and boating.

seeing doubled in the carolinas





COMBINED CHARLOTTE-FLORENCE
1954 MARKET DATA
100 UV/M AREA UNDUPLICATED

Number of Counties	67
Population	3,375,200
Families	847,000
Urbanized Population	1,199,400
% Urbanized	37.3
Effective Buying Income	$3,596,268,000
Total Retail Sales	$2,451,499,000
Food Store Sales	$565,909,000
General Mdse. Sales	$305,551,000
Furniture Store Sales	$153,312,000
Automotive Store Sales	$547,335,000
Drug Store Sales	$66,235,000
Gross Farm Income	$560,559,000
Consumer Spending Units	998,000

Source: 1954 SALES MANAGEMENT. Areas normalized to county lines. Seven overlapped counties figured only once.

with 2 great area stations

Now advertisers can develop a new, one-two punch to sell the TV-conscious Carolinas as Jefferson Standard opens a second top-power, VHF area operation with transmitter located in Florence, South Carolina.

WBTW will debut as a mature station fortified with WBTV experience, WBTV-trained management and staff, top equipment and facilities, and a ready-made audience of 100,000 set-owning families. Rapid growth is assured because WBTW has the only VHF allocation in a 75 mile radius. Its projected 100 uv/m contour embraces an area with 1,000,000 people and effective buying income nearing $1 billion.

Together WBTV and WBTW create a television market comparable to the 8th largest in the nation. Choice time franchises on WBTW are rapidly being taken. For best remaining availabilities contact your nearest office of CBS-Television Spot Sales today.

The Television Services of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

Advertisement

From where I sit
by Joe Marsh

Granny Drives But Won't "Shift"

Saw Grandma Taylor parking her 1924 Franklin out front the other day. Neat as a pin, hub caps gleaming—the whole car is just as shiny as it was the day she bought it 30 years ago.

Then I stopped and looked again—for there, hanging on the spare tire was a sign: "This car NOT for sale."

Asked Granny what was going on. "Joe," she says, "it's this craze for old cars. Everybody wants to buy my Franklin. But it has served for years and it's not for sale at any price."

From where I sit, it's strictly the new cars for me—but Grandma Taylor, and others, are certainly welcome to their "old faithfuls." It's simply a question of preference. Same with a choice of beverages. For instance, I like a temperate glass of beer with supper. You may prefer coffee. Fine! The important thing is that we respect each other's choice—and "ride along smoothly" together.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

IN PUBLIC INTEREST

KRUS Leads Way

KRUS Ruston, La., recently conducted a three-month campaign to restrict the sale and use of comic books there. "Operation Guiding Right" featured tape-recordings by Ken Whitaker, station manager, and interviews with housewives and community leaders. At the climax of the drive the Ruston City Council passed an ordinance forbidding the sale, distribution and display of crime, horror and sex comic books.

Christmas Campaign

WOR-AM-FM New York has launched its 10th annual Children's Christmas Fund to help more than 10,000 needy children confined to wards of municipal hospitals in the New York-New Jersey area. Last Christmas 45,000 gifts of clothing, toys and games were distributed to 7,500 hospitalized children, including babies born during the Yule season.

Firemen's Hours Reduced

CHICAGO radio-tv newscasters and commentators have been lauded along with other media, by the Firemen's Assn. of Chicago, for "wholehearted support" of a drive to reduce working hours of the city's firefighters. The finance unit of the City Council voted Oct. 26 to reduce working hours of firemen from 67½ to 56 hours a week.

CP Celebrity Parade

MORE than $511,000 was raised on a United Cerebral Palsy 17-hour telethon conducted over WABC-TV New York, it was announced by UCP. Three thousand volunteers and hundreds of entertainers assisted in the telethon.

Exploring Medical Problems

WRNL Richmond, Va., the Richmond *Times-Dispatch,* and the Richmond Academy of Medicine have combined forces to present a series of four panel discussions on medical topics of general interest. Such subjects as heart disease and nervous disorders will be discussed on the air by prominent medical experts at the Richmond Medical Forum and questions submitted by the audience will be answered.

Keeping America Beautiful

MISS SIDNEY SMITH, moderator of NBC's radio show *By-Line* recently interviewed Smith L. Rairdon, vice president of the Owens-Illinois Glass Co. and president of Keep America Beautiful Inc. Theme of the program and aim of KAB is to educate the public to be more respectful of the public highways, parks and beaches by eliminating the careless disposal of litter and trash and thus decreasing the country's annual $30 million clean-up bill.

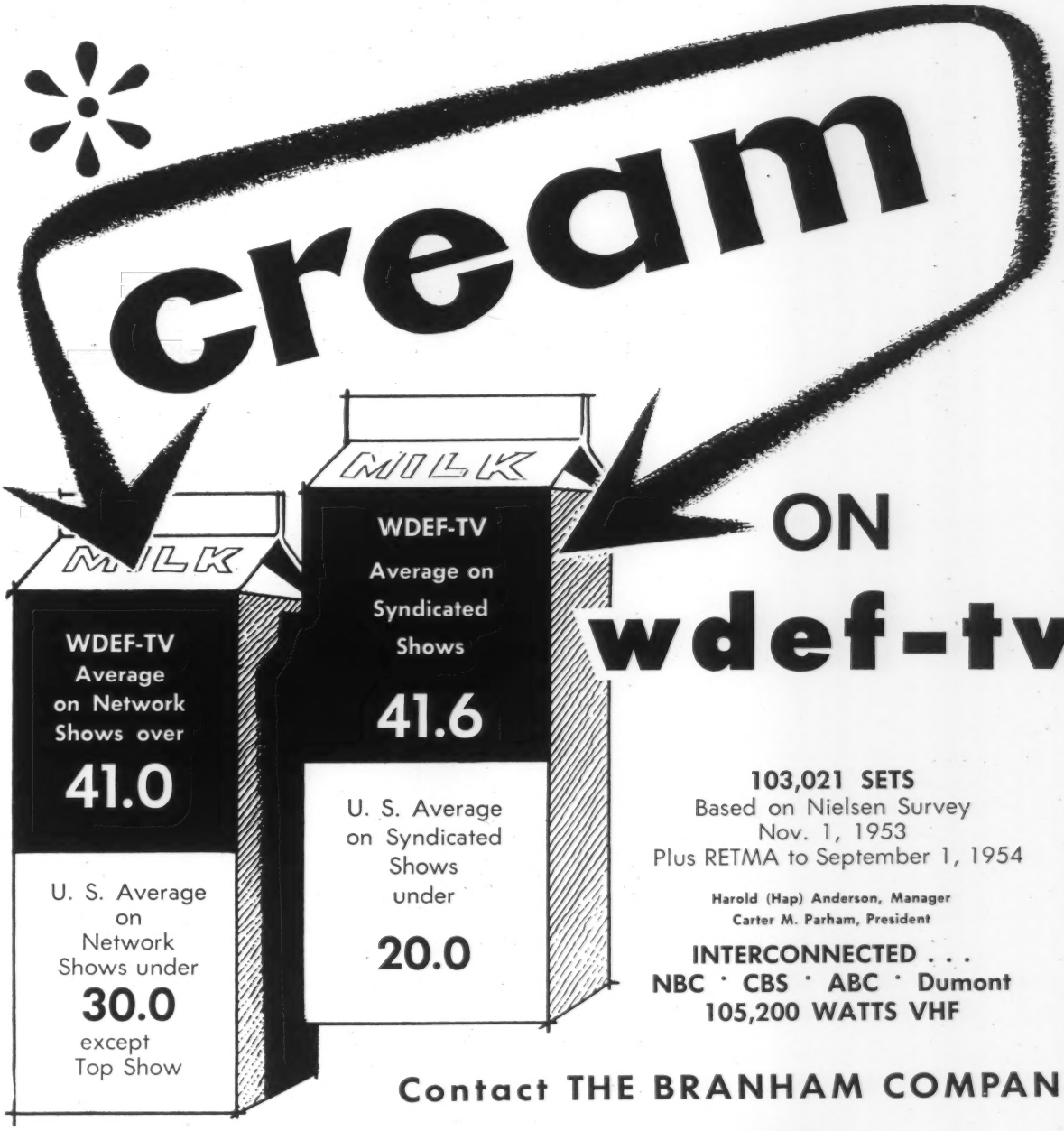
Trial Re-enactment

MONMOUTH COUNTY (N. J.) Bar Association and WRTV (TV) Asbury Park, N. J., have teamed up to present weekly re-enactments of actual cases tried before the N. J. Superior Court. Cases involving residential zoning, notice to an insurance company of auto accident and landlord-tenant relationships have been aired.

Police Report

WVEC-TV Norfolk-Hampton, Va., in cooperation with the Virginia State Police, presents a weekly 15-minute program in which police officials discuss better driving, reporting of accidents, radar as it is used to catch speeders and other items of interest to motorists.

YOU GET THE



ON wdef-tv

103,021 SETS
Based on Nielsen Survey
Nov. 1, 1953
Plus RETMA to September 1, 1954

Harold (Hap) Anderson, Manager
Carter M. Parham, President

INTERCONNECTED . . .
NBC · CBS · ABC · Dumont
105,200 WATTS VHF

Contact THE BRANHAM COMPANY

taken From the
NATIONAL TELEPULSE
AUGUST 1-7, 1954
TOP FIFTEEN SHOWS

WDEF TV channel 12

CHATTANOOGA

America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 years!

39 half-hour films, featuring America's No. 1 musical favorite and a famous female guest star vocalist each week.

Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring Hollywood stars.

Charles Bickford hosts and narrates 39 half-hour thrilling, true life dramas . . . presented in documentary style.

Fresh, crisp film highlights of top sports events of the previous week, air expressed to you every Monday.

Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue.

Ralph Bellamy stars in 82 exciting films made expressly for TV . . . realistic, action-packed adventures that every member of the family will enjoy.

78 neatly produced 15 minute dramas, each with a surprise twist ending. Available first run in over 100 markets.

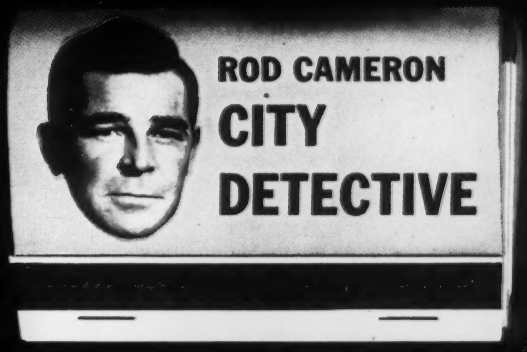
George Raft as a metropolitan police officer in 26 hard-hitting films of drama and mystery. A top rating-getter in leading markets.

no one... anywhere... can match MCA-TV's 12 top-rated film shows!

a show for any product . . . any market . . . any budget!

Here they are! 12 top-rated shows on film — proven audience getters! Made especially for TV, they run the gamut from comedy to mystery, adventure and melodrama — All prestige-builders for your product!

These shows are available now, in many leading TV markets. Contact the MCA-TV Office nearest you today!



65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.

13 half-hour films covering top college games of the previous week. Shipped to you each Monday during football season.

Top-quality has become the trademark of this dramatic half-hour series featuring leading Hollywood stars.

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

There's no gamble to picking the big Shreveport radio value—it's KWKH, hands down. Latest Hoopers show how much the home folks love us—and Metropolitan Shreveport represents only about 15% of the fans in our total coverage!

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

KWKH delivers 22.3% more daytime homes than the four other Shreveport stations, *combined!* KWKH's cost-per-thousand-homes, however, is 46.4% *less* than that of the second Shreveport station!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

November 22, 1954 Vol. 47, No. 21

IN THE WIND: GUILD FILMS MAY BUY DUMONT NETWORK

If preliminary discussions, now in progress, lead to something concrete, the present network structure would be dissolved with a film combine taking over. Meanwhile, DuMont and Westinghouse are getting closer in negotiations over WDTV (TV) Pittsburgh. More wheeling and dealing: Storer buys a Miami tv; CBS buys WCAN-TV plant, sells WOKY-TV property to Lou Poller.

ACQUISITION of the DuMont Television Network's productions and its production facilities by Guild Films Co. is under preliminary discussion, B•T learned last week.

If the contemplated arrangement were made, it would mean the dissolution of one of the four major tv networks and the emergence of a powerful new film combine, embracing both production and exhibition facilities. Guild would sell its filmed programs to national sponsors and exhibit them on the member stations of Vitapix Corp. Last month Guild and Vitapix entered into a cooperative production-distribution agreement [B•T, Oct. 25, Nov. 8].

As a corollary to the discussions with Guild for disposal of its network operations, DuMont reportedly was drawing near a decisive point in its negotiations with Westinghouse Broadcasting Co. over sale of DuMont's WDTV (TV) Pittsburgh. DuMont-Westinghouse conversations have been in intermittent progress for some time. Last week the gap between DuMont's asking price and Westinghouse's offers was said to be narrowing, with the possibility advanced that a sale might be closed at around $10 million.

The DuMont-Guild and DuMont-Westinghouse discussions were only two of a whole series of maneuvers among major television interests last week—maneuvers which seemed destined to lead to profound changes in the ownership pattern of U. S. television and in the relative positions of surviving tv networks.

Many of these maneuvers were still in the skirmishing stage, but two of them reached conclusion.

• Storer Broadcasting Co. filled its television portfolio by acquiring its seventh station, the maximum ownership allowed by the FCC rules. Storer closed its FCC-approved purchases of Empire Coil's tv properties—vhf WXEL (TV) Cleveland and uhf KPTV (TV) Portland, Ore. —and made a new deal to enter uhf in Miami through purchase of ch. 23 WFTL-TV Fort Lauderdale and of the CP for ch. 27 WMIE-TV Miami. A total of about $9 million was involved. (See story page 36.)

• Confirming reports first published in B•T Nov. 8, CBS bought the physical plant of WCAN-TV, its present uhf affiliate in Milwaukee, and sold to WCAN-TV's owners, Lou Poller and associates, the physical plant of uhf WOKY-TV for a net consideration of about $500,000. CBS bought WOKY-TV a month ago and, assuming FCC approval, will operate it on ch. 19 from the present WCAN-TV plant. Mr. Poller will operate WCAN-TV —probably as an independent—from the present WOKY-TV facilities. (See story page 37.)

Although only the Storer and CBS-Milwaukee deals got to the closing or contract signing stages last week, others—of even more significance to the television industry, its advertisers and its agencies—were known to be under consideration.

In terms of station ownership and network structures, television was passing from its immediate post-freeze period of claim-staking to an evolutionary period in which original claims will be bought and sold in a struggle for dominance among networks and other multiple-station owners.

In Pittsburgh last week, more clearly than in any other major U. S. city, were observable the vestiges of the claim-staking period and the portents of the period of claim-trading.

Pittsburgh has one operating vhf station, DuMont's lucrative, pre-freeze WDTV. Two other vhf's are allocated there, but both have been tied up in competitive hearings.

If Westinghouse were to buy the ch. 2 WDTV, Pittsburgh would emerge almost overnight from the claim-staking period into the period of economic struggle among the giants.

A Westinghouse acquisition of ch. 2 in Pittsburgh would remove Westinghouse from the current competition for Pittsburgh ch. 11. A merger of the two remaining applicants, WWSW and WJAS, would follow immediately, with a quick FCC grant to the merged organization considered inevitable. It is known that a tentative arrangement between WWSW and WJAS has already been reached. Under it, WWSW would have operating control of the vhf facility.

A merger with the attendant probability of an early grant of ch. 11 might precipitate a merger among the five applicants now seeking the third Pittsburgh vhf, ch. 4, it is believed, or, lacking merger of the five, some other solution which would eliminate one or more of them and leave a coalition group to obtain a speeded grant.

Thus the three Pittsburgh vhf allocations would be occupied, one affiliation for each major network—assuming DuMont makes a deal with Guild and CBS decides not to buy in the Pittsburgh area. It is in the ultimate distribution of network affiliations and/or ownerships in Pittsburgh that the struggle for power will be most evident.

It is believed that Westinghouse has virtually assured itself of an NBC-TV affiliation in Pittsburgh, whether it buys a station or obtains one by grant. In return for that assurance, Westinghouse and NBC are understood to have discussed exchanges of some Westinghouse and NBC properties, the final objective being to provide NBC-TV with five vhf's and two uhf's of its own and with an equal number of Westinghouse-owned, NBC-affiliated tv stations in 14 of the biggest markets in the country.

Assuming Westinghouse gets NBC in Pittsburgh, who gets CBS-TV?

Maybe nobody.

For several weeks CBS has been considering purchase, for a reported $3 million, of WSTV-TV Steubenville, Ohio, a ch. 9 station that throws a strong signal into Pittsburgh. If CBS

WHERE WOULD DUMONT'S BILLINGS GO?

The figures at left below are Publishers Information Bureau estimates of gross tv network billings, January-September, 1954. Figures at right show two possible redistributions of DuMont's billings if Guild Films had taken over DuMont in that period.

CBS	$102,928,404	CBS	$102,928,404
NBC	88,208,365	NBC	88,208,365
ABC	22,693,361	ABC	31,535,105?
DuMont	8,841,744	Guild	8,841,744?
Total	$222,671,874		

Since CBS-TV and NBC-TV are practically sold out in all choice time periods, it can reasonably be expected that any new business benefits from a dissolution of DuMont could only supplant present billings with little variation in overall totals.

MR. BERGMANN

MR. KAUFMAN

MR. BROWN

THESE THREE had dinner together Thursday — and talked over the Guild - DuMont proposition. Mr. Bergmann is DuMont managing director; Mr. Kaufman is Guild president; Mr. Brown heads Vitapix Corp.

proceeds with that purchase, the grantees of ch. 4 and ch. 11 in Pittsburgh will be competing for an ABC-TV affiliation. One will lose.

Plainly, the economic squeeze is on in Pittsburgh. But it is also on all over the United States. The DuMont-Guild Films discussions of last week were a result of it.

That the DuMont-Guild discussions were under way was reluctantly admitted by several sources close to them. A high DuMont official conceded that "preliminary" talks had been held, but he said that DuMont intended to stay in the network business.

It was known that the proposal for Guild acquisition of DuMont productions and studio facilities first was explored last Tuesday at a New York luncheon attended by representatives of both sides.

This was followed by a dinner meeting Thursday, attended by Ted Bergmann, director of the DuMont network; Reub Kaufman, president of Guild Films, and Kenyon Brown, KWFT-TV Wichita Falls, Tex., president of Vitapix Corp.; a financial expert of Allen B. DuMont Labs whose identity could not be learned, and at least one other.

If DuMont were to sell its network productions to Guild and its Pittsburgh station to Westinghouse, it would retain ownership of WABD (TV) New York and WTTG (TV) Washington, its other broadcast properties. Both would become members of Vitapix and hence would become eligible to participate in the Guild-Vitapix plan.

Under that plan, which was approved last Oct. 30 by Vitapix stockholders, Guild handles production, sales, distribution, traffic and service functions; Vitapix handles station relations and time clearance.

The expanded operation that would result from acquisition by Guild of DuMont properties would not, in the legal sense, constitute a film network. As a practical matter, however, the organization would be in a business similar to networking without interconnection.

Guild Films was organized two years ago. Recently it became a publicly-owned stock company.

Vitapix was formed in October 1951 by tv stations as a cooperative means of obtaining film programs. Its member stations now number more than 40, including some of the major properties in the country.

The DuMont-Guild discussions last week followed a fruitless conclusion of earlier discussions concerning a possible deal between DuMont and ABC [B•T, Nov. 8].

In the discussions with ABC, DuMont was understood to have taken the position that at worst it was considering a suspension of network operations, in the hope that conditions would eventually become more favorable to the existence of four networks and that DuMont could then reopen for business.

That DuMont was still reluctant to abandon networking altogether was evident last week as the Guild talks took up where those with ABC had foundered.

Of the three other networks, ABC stands to gain the most from a DuMont suspension or dissolution. In the view of competent observers, the elimination of DuMont would relieve ABC of many station clearance problems which on occasion have made sales difficult and would put the network in a more advantageous position to compete with CBS-TV and NBC-TV.

At present, DuMont and ABC block each other off in many station clearance situations. With one of them out of the way, the other would be able to work out much more impressive station lineups.

The relative ability of the four networks to clear stations was summarized last May by DuMont's Mr. Bergmann when he testified before the Senate Communications Subcommittee in its investigation of uhf [B•T, May 24].

At that time, Mr. Bergmann said, NBC-TV was clearing 82 of the top 100 markets, using 20 uhfs of which 15 were in single or dual station markets. CBS-TV was clearing 76 markets, using 20 uhfs of which 14 were in single or dual station markets. ABC-TV was clearing 51, using 31 uhfs of which 17 were in single or dual station markets. DuMont was clearing 39, using 23 uhfs of which 12 were in single or dual station markets.

At the same hearing, Dr. Allen B. DuMont, president of DuMont Labs, offered three plans designed to equalize the position of the four networks. While differing widely in detail, the three plans had the common objective of creating comparable distribution of uhf affiliations among the networks.

In his testimony, Dr. DuMont said that the continued existence of more than two networks hinged upon the success of uhf.

The Lion's Share of DuMont's Network Business

Clorets and Pharmaceuticals Inc.—*Rocky King Detective* (Sun., 9-9:30 p.m.)

Serutan—*Life Begins at 80* (Sun., 9:30-10 p.m.)

Miles Labs—*Morgan Beatty and the News* (Mon. thru Fri., 7:15-7:30 p.m.)

Admiral Corp.—*Life Is Worth Living* (Tues., 8-8:30 p.m.)

H. J. Heinz Co.—*Studio 57* (Tues., 8:30-9 p.m.)

Walter H. Johnson & Co. (candy)—*Capt. Video* (Thurs., 7-7:15 p.m.)

Consolidated Cosmetics Inc.—*They Stand Accused* (Thurs., 8-9 p.m.)

DuMont Labs — *What's the Story?* (Thurs., 9-9:30 p.m.)

Pharmaceuticals Inc.—*The Stranger* (Fri., 9-9:30 p.m.)

P. Lorillard and Lentheric—*Chance of a Lifetime* (Fri., 10-10:30 p.m.)

STORER'S SEVENTH

HARD on the heels of the $12 million closing of its purchases of Empire Coil Co. and its two tv stations and of WJW Cleveland, and the sale of its San Antonio radio-tv properties, Storer Broadcasting Co. last week moved to acquire its second uhf television station—in Miami, Fla. This would give Storer the maximum of five vhf and two uhf tv outlets permitted under one ownership by the FCC.

Purchase of WMIE-TV Inc., which holds a construction permit for ch. 27 in Miami, and the assets of WFTL-TV Fort Lauderdale, operating on ch. 23 there, was announced jointly by George B. Storer, president of Storer Broadcasting Co.; E. D. Rivers Sr., WMIE-TV Inc. owner and former governor of Georgia, and R. H. Gore, chairman of Gore Publishing Co. *(Fort Lauderdale Daily News)* and 79% owner of WFTL-TV.

Storer is paying $35,410 for WMIE-TV's permit. This is understood to repay Gov. Rivers his "out of pocket" expenses. Storer is paying $300,000 for the WFTL-TV assets. Both transactions are subject to FCC approval.

The plan calls for Storer to locate WMIE-TV's antenna on the Miami tv antenna "farm", northwest of the city, using WFTL-TV's ch. 23 instead of WMIE-TV's present ch. 27. Owners of WFTL-TV will then surrender their permit, it was understood. Noran E. Kersta, executive vice president and general manager of WFTL-TV and former NBC tv executive, will continue to operate the Storer-owned, Miami station, it was reported. Mr. Kersta is a 21% owner of WFTL-TV.

WFTL-TV began operating May 5, 1953. It is affiliated with NBC and is represented by Weed Television. Last month, Mr. Kersta announced a $500,000 expansion program, calling for erection of a 1,000-ft. tower, increase of power to 250 kw by the end of this year, antenna adjustment for color tv, and a future increase in power to 1,000 kw [B•T, Oct. 4].

Last month, the FCC proposed to substitute ch. 39 for ch. 27 in Miami [B•T, Oct. 25]. This was done at the request of WFTL-TV in order to permit it to move its ch. 23 transmitter to the Miami antenna farm. The Storer purchase of both of the stations involved in the rule-making proceeding presages a recommendation that ch. 39 be assigned to Fort Lauderdale instead of to Miami, it was understood.

The joint announcement Thursday spoke of the two-way transaction as "in effect" a merger of WMIE-TV and WFTL-TV. It also said an order for a 50 kw RCA transmitter was being placed, contingent on FCC approval of the purchases. Mr. Storer said that an increase of transmitter power from the present 20 kw to 276 kw before Christmas was planned. Million watt power and 1,000-ft. antenna were planned as the next step, he said.

Storer owns WGBS-AM-FM Miami, affiliated with CBS. The Miami tv station will probably be given the WGBS-TV call. It was the FCC's refusal to accept WGBS's application for ch. 7 in Miami—on the ground that Storer already had the limit of five tv stations—that triggered Storer's appeal to the U. S. Court

of Appeals in Washington against the Commission's right to set a specified maximum station ownership in its multiple ownership rules. The case was argued several weeks ago [B•T, Nov. 8].

Earlier last week, Storer consummated its purchase of Empire Coil Co., owner of ch. 8 WXEL (TV) Cleveland and ch. 27 KPTV (TV) Portland, Ore., for $8.5 million [B•T, Nov. 1], and of WJW-AM-FM Cleveland from William O'Neil for $330,000 less quick net assets, and the sale of its KGBS-AM-TV (now KENS-AM-TV) San Antonio to the Huntress-*San Antonio Express* interests for $3.5 million [B•T, Nov. 15].

The closings took place in Cleveland and involved payment of $8,611,229 in cashier's check to Herbert Mayer and wife, owners of Empire Coil Co., plus the extinguishment of a $713,964 obligation Empire Coil owed the Bankers Trust Co. Payment to Mr. O'Neil was in the form of $361,255 in cashier's check plus two notes in the amount of $25,000 each, bearing no interest, one of which expires in one year, the other in two years. The sale of Storer's San Antonio properties to the former owner of KTSA-AM-FM was consummated with a $3,185,399 cashier's check with a $500,000 balance to be paid off in seven years, at 6%.

George B. Storer Jr., vice president in charge of finance, represented Storer Broadcasting Co. at the closings. He was accompanied by John E. McCoy, company secretary, and Paul A. O'Bryan, of Dow, Lohnes & Albertson, Storer's Washington attorneys.

In addition to the Miami, Cleveland and Portland stations, Storer now owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham and WWVA-AM-FM Wheeling, W. Va.

COLUMBIA'S FIRST U

THE MILWAUKEE-CBS picture clarified this week with the filing of an application by the network for FCC approval of the $335,000 purchase of ch. 19 WOKY-TV Milwaukee from its present owners, Bartell Broadcasters Inc. [B•T, Oct. 25].

The application followed an agreement with Lou Poller and associates, owners of ch. 25 WCAN-TV Milwaukee, the present CBS-TV affiliate there, to exchange facilities. CBS will pay $786,000 for WCAN-TV's Schroeder Hotel rooftop tower, antenna and transmitter equipment, plus its Town Hotel studios, and will take over the WCAN-TV lease for a new studio building due to be completed Dec. 10. In exchange, Mr. Poller's group will pay CBS $286,000 for WOKY-TV's facilities. This is a net price of $500,000 [B•T, Nov. 8]. However, both stations will retain their present channels. Blackburn-Hamilton handled the transaction between WCAN-TV and CBS.

For every month before April 22 that CBS disaffiliates, the network will pay Mr. Poller $30,000, the agreement provided. WCAN-TV's affiliation with CBS runs out April 22, following the normal six-month cancellation notice.

WCAN-TV, operating with 234 kw, began Sept. 5, 1953. It is 61 2/3% owned by Mr. Poller, 33 1/3% by Cy Blumenthal and 5% by Alex Rosenman. Mr. Poller last week received FCC approval for the $187,500 sale of his WPWA Chester, Pa. (1590 kc with 1 kw) to Eastern Broadcasting Co., a subsidiary of Delaware River Ferry Co., which operates the Chester-Bridgeport, N. J., ferry [B•T, Oct. 25]. Major stockholder of the Ferry company is Louis Kapelski.

Mr. Poller and his associates also own WCAN Milwaukee (1250 kc with 5 kw), and daytimer WARL Arlington, Va. (Washington, D. C., area), which broadcasts on 780 kc with 1 kw.

WOKY-TV operates with 20 kw from the WEMP-FM Milwaukee tower. It began in October 1953. It is owned by Gerald A., Lee and David Bartell, who also own WOKY Milwaukee (which is not involved in the transactions), WMTV (TV) Madison and WAPL Appleton, both Wisconsin.

Most recent balance sheet showed that Bartell Broadcasters Inc. had total assets of $429,769 and liabilities of $329,735.

The cost of the physical changeover of WOKY-TV to the WCAN-TV facilities was estimated by CBS to be about $379,350. It was announced that the new manager of CBS-owned WOKY-TV, when approved by the FCC, will be Edmund C. Bunker, general sales manager of CBS-owned KNXT (TV) Los Angeles.

It is understood that WCAN-TV will continue to use the Schroeder Hotel tower for its antenna.

Purchase of the uhf WOKY-TV was CBS' first move in the direction of additional stations under the FCC's new multiple ownership provisions permitting the ownership of up to five vhf stations and two uhf stations. CBS recently disposed of its minority interests in WTOP-TV Washington to majority owner The Washington Post Co. (*Washington Post & Times-Herald*), and in WCCO-TV to Cowles Publishing Co. (*Minneapolis Star* and *Tribune*). It also has been reported negotiating for the purchase of ch. 9 WSTV-TV Steubenville, Ohio, covering the Pittsburgh market [B•T, Oct. 25 *et seq.*]. CBS now owns WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles.

ADVERTISERS & AGENCIES

AAAA EASTERN MEET TO SPOTLIGHT COLOR

Both CBS and NBC will give color tv presentations, including a color kinescope. Three-day meeting opens today in New York.

PRESENTATIONS on color television — including the showing of a color kinescope — will be among highlights of the eastern annual conference of the American Assn. of Advertising Agencies which opens a three-day meeting at New York's Hotel Roosevelt today (Monday).

NBC-TV will present this afternoon "the first large-scale showing of a color television kinescope," according to a network spokesman. In addition, Barry Wood, executive producer in charge of color television at NBC, will direct a "live" demonstration of the production elements involved in creation of a color tv program.

CBS-TV will present, also this afternoon, a special color tv closed-circuit demonstration consisting of a sequence on color television commercials and a specially prepared color film, "A Visit to CBS Color Television."

The conference agenda also includes a radio-tv panel today featuring Edgar Kobak, station owner, business consultant and Advertising Research Foundation president, who is slated to speak on "Radio: Very Much Alive in '55"; Rodney Erickson, vice president in charge of radio-tv account planning, Young & Rubicam, on "Around the Work with Script and Stopwatch," and John F. Devine, J. Walter Thompson Co., on "1955 Talent Union Problems and Predictions."

Participants in a meeting on media Tuesday afternoon will include Adrian Murphy, president of CBS Radio, and Ted Bergmann, managing director of the DuMont Tv Network, as representatives of radio and television, respectively [B•T, Nov. 8].

Theme at the marketing session will be "The Role of Advertising Agencies in Today's Marketing Problems," Sidney W. Dean, vice chairman of McCann-Erickson's advisory committee on plans and chairman of the marketing session of AAAA, reported Friday. In his announcement, Mr. Dean asserted that agencies must become full partners in client marketing problems, and pointed out that:

"Marketing today has two jobs. They are to get the goods to the consumer and get the consumer to want the goods. Advertising agencies who have concentrated on only the second of these jobs must be prepared to raise their sights and to become full partners in client marketing problems. Mass communications applied to promotion represents the most efficient way to lower selling costs. Today, advertising agencies are the principal available counsel for keeping mass selling in step with the technology of production."

Ben Duffy's 35th

MORE than 1,000 BBDO employes helped celebrate President Ben Duffy's 35th anniversary with the agency by presenting him with a 15-foot scroll signed by all BBDO employes depicting Mr. Duffy at the beginning of his advertising career as an office boy on Nov. 1, 1919. The scroll was presented to Mr. Duffy by a junior BBDO employe disguised in Western Union attire. At the same time the agency's executive vice presidents, Charles H. Brower, J. Davis Danforth and Fred Manchee, broke into a song to the tune of "Oh, What a Beautiful Morning."

Mortimer of General Foods Lauds Role of Advertising

THE IMPORTANCE of advertising in helping to bring about the revolutions in the kitchen and on the farm which, through modern food processing and distribution methods, have freed the American housewife of much of the drudgery in feeding her family, was stressed Thursday by Charles G. Mortimer, president of General Foods Corp., in an address before the National Press Club of Washington.

"Too often these days the validity of expenditures for advertising as part of food distribution is questioned," Mr. Mortimer said. "Those who raise this question lose sight of

the fact that advertising, which is an economical form of selling, is needed to bring product and market together—especially in these times of self-service food stores.

"Technologists may perfect the product and the public may be subconsciously ready for it, but without advertising to create appetites and stimulate the conscious demand, the rapid growth of new products, with its accompanying benefits to farmers, processors and consumers, would not take place."

$17.9 Million Budget

Asked about his company's use of advertising media, Mr. Mortimer replied that despite what one might think, "tv and radio are a lesser part of our budget than newspapers and magazines." General Foods is nonetheless a heavy user of the broadcast media and in 1953 spent $6.8 million for radio network time and $11.1 million for tv network time, according to Publishers Information Bureau data. This total of $17.9 million for radio-tv does not include the company's expenditures for spot radio and tv during 1953.

PIB records the 1953 GF magazine advertising expenditures as $8.1 million and the ANPA Bureau of Advertising lists the company as spending $8.6 million for newspaper space—making a print total more than $1 million below the sum GF spent for time on the broadcast networks. The national newspaper figure, however, does not include the large volume of cooperative advertising for General Foods products placed at local rates by food retailers.

Marlboro Account to Burnett

PHILIP MORRIS & Co., New York, last week named Leo Burnett Co., Chicago, to handle its Marlboro cigarettes, with an estimated advertising budget of $1.5 million effective immediately.

The account will be serviced by the agency's Chicago office but the New York and Hollywood offices will supplement primarily in tv production.

Marlboro currently is being introduced as a popular-priced, filtered, long cigarette in four regions of the United States: Dallas-Fort Worth, Tex., Providence, R. I., Rochester, N. Y., and Denver.

The cigarette account has been serviced by Cecil & Presbrey, which closes its doors on Dec. 31.

Tv Sold Via Tv

WHAT was said to be the first public telecast of an advertising agency's recommendations to its client for the next six months' advertising plans, including the submission of two 15-minute films titled *Fame* complete with commercials, was made last Tuesday. The agency was BBDO, which submitted its presentation to the National Gypsum Co. in Buffalo through WBUF-TV, a uhf station on ch. 17 in Buffalo but which does not normally telecast during the day.

Program went on the air at 11 a.m. and the studio telecast was available to any of the television homes in the Buffalo area which might have tuned to ch. 17 at the time.

Melvin Baker, board chairman of the National Gypsum Co., and the management group including J. D. Elgin, director of advertising and sales promotion, witnessed the presentation in the directors room at the company's Buffalo headquarters. The company approved of the *Fame* series, which will be shown under National Gypsum sponsorship in 19 markets beginning in February.

Alcoa Renews 'See It Now', Reiterates Program Policy

ALUMINUM Co. of America, New York, renewed *See It Now* Tuesdays on CBS-TV, effective Nov. 23. Alcoa has underwritten the program since its inception in December 1951.

"At no time during the course of the program has Alcoa had any control over the subject matter to be presented on the program, nor the treatment of that material," the company said in announcing renewal. "Neither do any of the subjects presented by Mr. Murrow, or the treatment accorded the subjects by him necessarily reflect Alcoa's opinions. Alcoa's only participation in the preparation of any *See It Now* program has been to produce the commercial messages. . . ."

Fuller, Smith & Ross, New York, is the Alcoa agency.

TESTING to see how their products will look on color tv is done via closed-circuit at WTMJ-TV Milwaukee by these representatives of Swift & Co. and McCann-Erickson Inc., both Chicago. L to r: Harold Rorke, M-E account executive; Neale V. Bakke, sales manager, WTMJ-AM-TV; Margaret Raffles, M-E director of home economics; Martha Logan, Swift & Co., and Lois Mark, M-E radio-tv dept.

Arnold Cohan to Head N.Y. Office of MM&N

MUMM, Mullay & Nichols, Columbus, Ohio, effective Jan. 1, will open a New York office to be headed by Arnold Cohan, president of the Arnold Cohan Corp., New York agency. Michael H. Sloman, president of MM&N agency, announced last week. The Cohan company will cease functioning as an advertising agency Dec. 31 but will continue to operate in packaged television and radio and allied broadcasting activities.

MR. COHAN

Mr. Cohan has been elected vice president and a member of the board of Mumm, Mullay & Nichols. He will be in charge of all television and radio for the agency.

Mr. Cohan will continue to service the Gerald O. Kaye Assoc. account at the MM&N agency. Kaye Assoc. is the co-sponsor of *Startime* on ABC-TV.

Schaefer, American Tobacco Buy Dodgers Radio-Tv in '55

F. & M. SCHAEFER BREWING CO. (Schaefer beer) and the American Tobacco Co. (Lucky Strike) again will share radio-tv sponsorship of the Brooklyn Dodgers baseball schedule for 1955, it was announced last week.

WOR-TV New York will telecast the games for the sixth full season, according to Gordon Gray, general manager of the station. It was understood that WOR-TV this year will receive $175,000 for the games.

In radio, WMGM New York again will broadcast the games, Arthur M. Tolchin, the station's director said, with the sponsors sharing commercial time equally. Mr. Tolchin also said renewals for *Warm-up Time* and *Sports Extra*, which are programmed on WMGM before and after each game, respectively, are running ahead of the past year with a "complete sellout" near.

IBC Decision Could Alter All Sports Radio-Tv—Barnes

DECISION in the pending International Boxing Club case, argued before the U. S. Supreme Court last fortnight, may be of great importance to the radio-tv industry, Judge Stanley N. Barnes, Assistant U. S. Attorney General in charge of Anti-Trust Division, stated in KNXT (TV) Hollywood newsreel interview last week.

Following an address to the Los Angeles Bar Assn., Judge Barnes made the newsreel recording, stating: "If the Supreme Court reverses the position it took in the original baseball ruling (that baseball is a sport, not a business), the Anti-Trust Division will be extremely interested in present arrangements for broadcasting and telecasting baseball, football, wrestling and boxing."

He pointed out that the question of whether other sports fall within the exemption from anti-trust laws previously granted baseball constitutes a problem in Sherman Law enforcement. "The original baseball decision was granted many years ago, before broadcasting and telecasting of sports events," he said. "Today, in certain sports, revenue received from

broadcasting and telecasting often exceeds actual gate."

At a previous news conference, Judge Barnes reportedly made the statement that in the boxing case, if the Supreme Court rules boxing is a business, it will fall under Sherman Anti-Trust Law provisions and thus the National Collegiate Athletic Assn. will probably have trouble preventing colleges from selling broadcasting rights to anyone.

At present, "boxing, theatricals, football . . . everything is trying to shove into the baseball type classification now," Judge Barnes said.

W. H. Weintraub to Become Agency's Board Chairman

WILLIAM H. WEINTRAUB, president, will become chairman of the board of the William H. Weintraub & Co., New York, effective Jan. 3, it was announced last week.

MR. WEINTRAUB

Also on that date a new slate of officers will be in effect: Elkin Kaufman, executive vice president, will be president of the agency; John D. Scheuer, vice president, treasurer and general manager, becomes senior vice president; Norman B. Norman, vice president and account supervisor, becomes executive vice president; Eugene H. Kummel, vice president, becomes vice president and secretary; B. David Kaplan becomes vice president and treasurer; John Morris, vice president and director of marketing, and Kay Daly, vice president and fashion director. Messrs. Norman, Kummel and Kaplan have been elected to the board of directors.

William Jensen, account executive, also has been elected a vice president, effective Jan. 3.

Arthur Cobb, DCS&S Founder, Dies at 64 After Long Illness

ARTHUR COBB JR., 64, founder of Doherty, Clifford, Steers & Shenfield, New York, and retired secretary-treasurer of the agency, died Nov. 12 at his home in Bronxville, N. Y., after a lengthy illness.

Mr. Cobb was first associated with BBDO and later with Pedlar & Ryan. In 1944 he joined in forming Doherty, Clifford, Steers & Shenfield, remaining as one of its officers until his retirement. He was past chairman of the finance committee of the American Assn. of Advertising Agencies.

Surviving are his wife, Edith Lyford Cobb, and a son, H. Lyford Cobb.

Avco Buys on NBC Radio

AVCO MFG. Corp., Crosley Div., Cincinnati, has purchased a total of 16 participations on NBC Radio, including eight on *Friday With Garroway* (Fri., 8:30-10 p.m. EST) and four on *Great Gildersleeve* (Sun-Thurs., 10:15-10:30 p.m. EST), Nov. 29 through Dec. 10, and four participations on *Fibber McGee and Molly* (Sun.-Thurs., 10-10:15 p.m. EST) for the Jan. 17-28 period. The company also will sponsor four news shows featuring Richard Harkness (Mon.-Fri., 9-9:05 p.m. EST) during the Nov. 29-Dec. 10 and Jan. 17-28 periods. Agency is BBDO, New York.

Toigo Named Exec. V.P., Will Head Biow Planning

JOHN TOIGO, vice president, has been appointed executive vice president of the Biow Co., responsible for all creative work, F. Kenneth Beirn, president, announced last week.

Mr. Toigo will head a new plans group to consist of all copy groups and department heads on the creative side, working with account representatives for preparation of all plans and campaigns of the agency, which after Jan. 1 will be known as Biow-Beirn-Toigo.

Robert Bragarnich, vice president, has been appointed a senior vice president of the agency, Mr. Beirn also announced.

Keck to NL&B; Shaw Succeeds

JOHN (SCOTTY) KECK, vice president and radio-tv director of Henri, Hurst & McDonald, has joined the radio-tv department of Needham, Louis & Brorby. He will work with James Cominos, agency's radio-tv director. James T. Shaw, account executive at H H & M, has been appointed successor to Mr. Keck, who had been with the agency since January 1950. Mr. Shaw has been with the agency for five years.

LATEST RATINGS

TRENDEX

Nov. 1-7

1.	Jackie Gleason (CBS-TV)	40.3
2.	You Bet Your Life (NBC-TV)	36.1
3.	Medic (NBC-TV)	35.1
4.	Dragnet (NBC-TV)	34.8
5.	Toast of the Town (CBS-TV)	33.2
6.	I've Got a Secret (CBS-TV)	32.4
7.	Berle-Buick Show (NBC-TV)	30.4
8.	Disneyland (ABC-TV)	30.3
9.	What's My Line (CBS-TV)	30.2
10.	This Is Your Life (NBC-TV)	30.2

[NOTE: SPECIAL EVENT, Eisenhower-Nixon, Mon., Nov. 1, 9-9:30 p.m. Rating: 29.0.]

NIELSEN

Two Weeks Ending Oct. 9 (Radio)

Rank	Program	Homes (000)
Evening, Once-A-Week		
	(Average for All Programs)	(1,166)
1	People Are Funny (NBC)	2,752
2	Lux Radio Theater (NBC)	2,705
3	Amos 'N Andy (CBS)	2,566
4	Dragnet (NBC)	2,472
5	People are Funny (CBS)	2,379
6	Gunsmoke (Mon.) (CBS)	2,379
7	Jack Benny Show (CBS)	2,286
8	You Bet Your Life (NBC)	2,006
9	Bergen & McCarthy (CBS)	2,006
10	Our Miss Brooks (8:00) (CBS)	1,959
Evening, Multi-Weekly		
	(Average for All Programs)	(1,539)
1	One Man's Family (NBC)	1,726
2	Amos 'N Andy (CBS)	1,633
3	News of the World (NBC)	1,493
Weekday		
	(Average for All Programs	(1,539)
1	World Series (MBS)	5,831
2	This is Nora Drake (B. Myers) (CBS)	2,286
3	Stella Dallas (Toni) (NBC)	2,239
4	Ma Perkins (CBS)	2,239
5	Road of Life (CBS)	2,192
6	Helen Trent (Amer. Home) (CBS)	2,192
7	Young Widder Brown (Sterling) (NBC)	2,146
8	Our Gal, Sunday (Amer. Home) (CBS)	2,146
9	Stella Dallas (Sterling) (NBC)	2,146
10	Guiding Light (CBS)	2,146
Day, Sunday		
	(Average for All Programs)	(513)
1	Lorne Greene (MBS)	1,073
2	Sunday Gatherin' (CBS)	1,026
3	Galen Drake (Gen. Foods) (CBS)	933
Day, Saturday		
	(Average for All Programs)	(1,120)
1	World Series (MBS)	6,764
2	World Series Roundup (MBS)	1,866
3	City Hospital (CBS)	1,633

Copyright 1954 by A. C. Nielsen Co.

Sat. Viewing Highest

SATURDAY leads the rest of the week in daily tv viewing potential, according to a survey made by Nielsen Television Index for July and August. The study showed that average U. S. tv viewing was 3 hours and 37 minutes of television fare per day on weekdays, 3 hours and 29 minutes on Sunday and 4 hours on Saturday. Nielsen reported that this pattern follows closely that of winter months.

The first NTI rating report for the new season reveals that the average evening tv show is reaching a half million more homes this fall than last. The report states that a once-a-week evening show is seen in some 5,638,000 homes as compared to 5,150,000 for the same period last year.

Reticence to Buy Color Sets Indicated in L. A. Tele-Census

WHILE nearly 30% of respondents in the 12th semi-annual Tele-Census survey indicated they had a stronger desire for a color tv set in their homes than last year, another 60% stated they were not interested in purchasing color video. Survey is conducted by Los Angeles educator Hal Evry as an impartial study of tv's impact on living habits.

However, in another question on why they would rather have tv today than a year ago, 27.5% gave "more color programs" as an answer while another 20.6% stated "color is more enjoyable."

Survey, which tests opinions of 2500 set owners in 16 economic districts in greater Los Angeles, showed nearly 40% watched tv one hour or less (daily), 30% approximately two hours and 30% three hours or more.

Almost 60% admitted an "occasional" conflict on program choice, while 33.5% "seldom" and 6.5% "often" have such conflicts.

A series of questions on subscription tv indicated nearly 60% would pay $1 a program for first quality movies on their sets.

Though the novelty of video has worn off, a majority of 42.8% nevertheless found programming more interesting than previously, 17.5% less interesting and 39.7% the same as when the set was purchased.

Tea Council Promotes Two

APPOINTMENT of Gerard L. Brant, promotion director of the Tea Council of the U.S.A., to the newly-created position of assistant executive director of the organization was announced last week by Anthony Hyde, executive director.

Mr. Hyde also announced that John M. Anderson, assistant director of promotion for the Tea Council, has been promoted to the post vacated by Mr. Brant.

MR. BRANT MR. ANDERSON

Selling Insurance the Singing Way

SPOT JINGLES on radio are selling insurance policies to the surprise and delight of the usually staid and conservative Farm Bureau Insurance Companies of Columbus, Ohio.

To break away from the standard form of insurance advertising was considered a calculated risk. But the advertising agency, Ben Sackheim Inc., New York, intrigued with the idea of a singing commercial, decided to use it for the new Farm Bureau Health and Accident Insurance Plan as a trial balloon.

The agency assigned Phil Davis Musical Enterprises to help work out a new musical campaign.

"What we were interested in," Lincoln Diamant, radio-tv director at Ben Sackheim Inc., told B•T, "was the right kind of singing commercial to promote the new health and accident policy—a fresh approach that would appeal to the young married through middle-aged group—one that would cover important sales points including accident, sickness and death benefits without being offensive or flip—maintain the prestige and reputation of the company and, above all, stress the importance of taking immediate action."

The agency, working with the staff of Phil Davis Musical Enterprises, soon found the answer in a cheerful tune fancifully sung by a young housewife, a very secure policy holder. The lyrics cite the security and financial benefits under the Farm Bureau plan.

The commercials, with a 10-second insurance agent hitchhike, are placed by the agents themselves on their local stations. So many requests for the pressing have come into the agency and so many orders to the agents that the success of the "trial balloon" is assured.

SPOT jingles are discussed by Lincoln Diamant, account executive, Ben Sackheim Inc., with Phil Davis (l), Phil Davis Musical Enterprises, and Nimo Paul (at piano), executive vice president and treasurer of the Davis firm.

The stations which carried the commercial first were those of People's Broadcasting Corp., a Farm Bureau subsidiary: WGAR Cleveland, WRFD Columbus, WTTM Trenton and WMMN Fairmont, W. Va. The commercial is now being placed on a large group of other stations throughout northeastern and midwestern United States, the territory serviced by the Farm Bureau Insurance Companies.

As a result of the success of the radio test campaign on the specific type of policy sold by musical commercials, the Ben Sackheim agency has now commissioned Phil Davis Musical Enterprises to develop a new series of "Farm Bureau Ballads" for all lines of insurance carried by Farm Bureau.

'FACTuary' Network Report Lists Food Advertisers First

FOOD and food products companies led all other categories of advertisers in sponsoring radio and television network programs during October, according to the current issue of *The FACTuary*, published by Executive Radio-TV Service, Larchmont, N. Y.

In television, *The FACTuary* showed that a total of 33 food and food products advertisers had regularly-scheduled network programs, followed by home furnishings and product advertisers, 28 sponsors, and automobiles and accessories firms, 18 sponsors.

Food and food products firms led among network radio sponsors with a total of 25, according to *The FACTuary*. In second place was religious groups with 13 sponsors, followed by drug and drug product companies, 12.

A breakdown provided in the current issue of *The FACTuary* shows that in October 1954 there were 183 sponsors of network television shows and 119 sponsors of network radio programs.

Cough Drops on Radio-Tv

AN EXTENSIVE radio-tv campaign is being used by Maryland Pharmaceutical Co. to introduce a new product, Rem Cough Drops. Most of the radio effort will be directed into network except for one independent station—WITH Baltimore. The product is being marketed through the Reson Sales Corp., handled by the Nyburg Advertising Agency of Baltimore. Maryland Pharmaceutical has used radio for many years for its products, Rem and Rel.

Nielsen Adds Subscribers

ADDITION of station and advertiser subscribers to its local area radio-tv audience measurement reports was announced Tuesday by A. C. Nielsen Co., Chicago.

Stations purchasing Nielsen Station Index service are WCAU-AM-TV and KYW Philadelphia; KFI, KABC-TV, KCOP (TV), KLAC, KMPC and KNX Los Angeles; WBBM Chicago; KMOX St. Louis, and KOMO-AM-TV Seattle. Procter & Gamble and Carter Products are the new advertiser clients.

New High for Cathodes

SALES of cathode ray picture tubes for tv sets by manufacturers set a new monthly record in September, totaling 1,149,791 tubes compared to 855,191 sold in August, according to Radio-Electronics-Tv Mfrs. Assn. Nine-month sales totaled 6,476,566 tubes compared to 7,552,862 a year ago. RETMA reported sales of receiving tubes totaled 40,996,063 units in September compared to 35,167,272 in August. Nine-month sales of receiving tubes were 266,050,907 tubes compared to 347,152,450 a year ago.

Direct Mail Shows Gain

ESTIMATED dollar volume of direct mail advertising used by American business in September was $108,698,520, according to figures released by Direct Mail Advertising Assn. This represents a gain of 8.59% over the amount spent in the same month in 1953. Increase of 6.77% was reported in sales volume for first nine months of 1954 compared to same period last year.

(A&A continues on page 59)

Election Survey Shows Radio's Drawing Power

HIGH AUDIENCE appeal of radio in covering news events is pointed up in a survey conducted for WOR New York by The Pulse Inc. on the listening and viewing habits of adults in the New York metropolitan area on election night.

The study, conducted among 1,000 New Yorkers on Nov. 3 (the day after elections), shows that 5,681,750 people used radio to keep apace with the election returns, according to The Pulse. A breakdown provided by The Pulse disclosed that 18.7% heard returns on radio only; 27.6% viewed results on tv only; 36.9% did a combination of listening and viewing, and a total of 55.6% of all adults listened to the returns on radio during the course of the evening.

According to WOR, the study showed that among those who listened to the returns on radio, WOR was "the favorite station."

Oil Companies Buy Opera

TEXAS Co. and McColl-Frontenac Oil Co. have signed to sponsor Saturday afternoon broadcasts of the Metropolitan Opera, starting Dec. 4. ABC Radio will carry the broadcasts in the U. S. for Texas Co., while in Canada the programs will be heard via CBC Radio with McColl-Frontenac as sponsor.

Metropolitan Opera broadcasts for the 1954-55 season, consisting of one evening and 17 afternoon performances, will mark the 15th consecutive year they have been on the air. Milton Cross again will narrate and William Marshall of ABC will direct the series.

CTPN Show Grossing $750,000

ANNUAL gross billing of Columbia Tv Pacific Network's *Panorama Pacific* program has reached $750,000, Edward C. Bunker, CTPN general sales manager, announced in connection with the show's first anniversary Nov. 16.

The daily, two-hour, early morning show originates at KNXT (TV) Hollywood and is carried by KFMB-TV San Diego and KPIX (TV) San Francisco. During October business averaged 27 regional spots, 20 local spots and 37 10- to 20-second station break announcements weekly, for $15,000 average weekly gross.

Roto Broil in Tv Spot Drive

ROTO BROIL Corp., New York, last Thursday launched a television saturation spot announcement campaign, using station breaks and 10-second identifications in all major markets. Agency is Products Services of New York.

Morning Radio is UP in IOWA

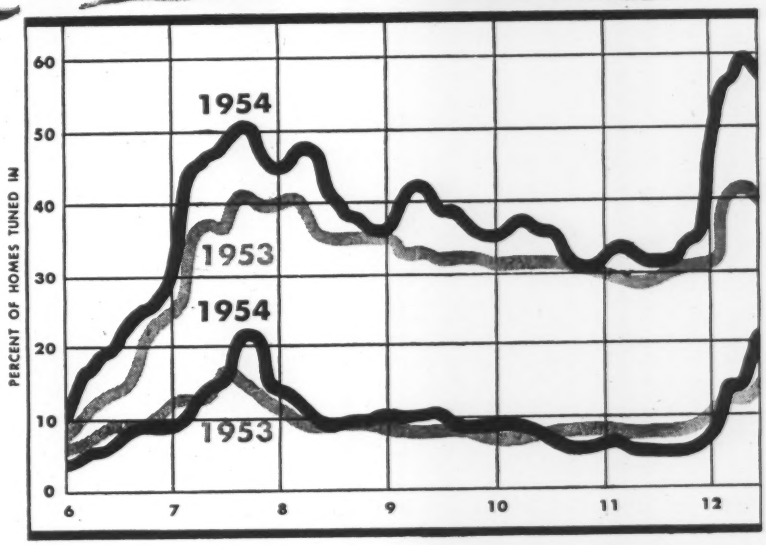
UP on WHO!

THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

WHO

for Iowa Plus!

Des Moines . . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. *(Sales Management's 1953 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

FAN MAGAZINES

THEY USED TO FEED OFF MOVIES; NOW THEY'RE GORGING ON TV

By Earl B. Abrams

ANY frequenter of newsstands must have noticed in recent years a new crop of periodicals. These are the fan magazines which feed off that newest and rising art, television.

These are read by people, mostly female, whose daily chores consist of going to an office or a factory and whose most bewitching evenings are the weekly Saturday dates with the boy friend. Such lacklusters have always had an avidity for the famous and the glamorous. The spate of movie fan magazines is the best indication of that.

The new tv fan magazines are aimed at this same audience. They lure the glamorless with words and pictures about the enticing, tempting, captivating, enchanting personages of studio, microphone and camera. Radio never had it like this.

The transition from Hollywood to tv has not been difficult. After all, the ingredients are the same, whether the subject is a Hollywood film star or a New York tv star. In many cases they are the same person. The recipe for a fan magazine calls for several personality stories, some cheesecake, something about a rising young juvenile, and a vast amount of articles about programs, producers, directors, and backstage gossip.

It's the fact that the gossip—which would pass as just that on any six-party line in rural Vermont—is backstage (or a reasonable facsimile thereof) that makes for the reader's titillation.

She is a part of that world—while she reads the magazine.

Today, a well-filled newstand has an entire row of its periodical rack filled with flashy covers containing television in the title somewhere. Some of the better known are:

TV, TV Album, TV Annual, TV Fan, TV-Movie Screen, TV Stage, TV Boxing, TV Spotlight, TV Girls & Gags, TV Fun, TV Views, TV Weekly, TV Yearbook, TV Headline, TV Life, TV Movie-Starland, TV People, TV Radio Mirror, TV Revue, TV Star Parade, TV World, Movie & Television Magazine.

Above and beyond these purveyors of tv lure is one weekly publication which has proved the pulling power of the sight and sound medium. This is *TV Guide*, now sold in a quantity undreamed of a few short years ago, and which has a potential circulation double, triple and possibly ten-fold that of today.

So heady is this future potential for the tv program listing type of periodical that the second such publication is due to appear early in 1955. This is to be *TV Program Week*, to be published by no less than the Curtis Circulation Co., a subsidiary of the Philadelphia publishing giant (*Saturday Evening Post, Ladies' Home Journal, Country Gentleman, Holiday*).

TV Guide and the projected *TV Program Week* are built on a backbone of solid information—program listings which readers can actually use. While they also contain a few fan-type articles, they are usually somewhat more restrained than those appearing in the straight fan publications.

Take, as an example of the regulation fan book, the January 1955 issue of *TV People* (published, incidentally, in October 1954).

TV People, Vol. 2, No. 5, sells for 25 cents and is published by the Non-Pareil Publishing Corp., 655 Madison Ave., New York City. Martin Goodman is the publisher, Monroe Froelich Jr. is the business manager, and Bessie Little is the editor.

Non-Pareil is part of the Atlas group, which also publishes *TV World, Filmland, Movie World, Screen, Screen Stars* and *Movie Annual.*

The January 1955 issue of *TV People* is chockfull of tv personalities. There are pieces on Julius LaRosa ("Has the Kid Made Good"), Doug Edwards ("Suburban

(Continued on page 50)

In more and more client-agency huddles, decision-makers are

SOLD ONS

Super Anahist and its agency, Ted Bates & Company

are sold on Spot as a basic advertising medium!

If your product has peak selling periods, like Super Anahist, Spot broadcasting should be your medium, too. Super Anahist's entire advertising budget goes into Spot ... both radio and television ... and, after only two years on the market, it is now the nation's fastest growing cold remedy.

Your advertising agency can show you how Spot broadcasting, used as a major advertising medium seasonally or throughout the year, can fill *your* particular selling needs.

With Spot, you can support your salesmen sectionally as well as seasonally ... market by market, according to your estimates of sales potential. And only Spot broadcasting allows you to adjust your long-range promotion plans to last minute selling conditions, quickly and economically.

In 11 major markets ... rich markets that account for almost half the nation's retail sales ... NBC Spot Sales represents top radio and television stations. Why not find out how Spot in these markets can work for you as it does for Super Anahist and thousands of other successful advertisers.

More top-level executives are sold on Spot because more products are sold on Spot ...

... and some Spots are better than others

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington San Francisco

Los Angeles Charlotte Atlanta* Dallas* *Bomar Lowrance Associates*

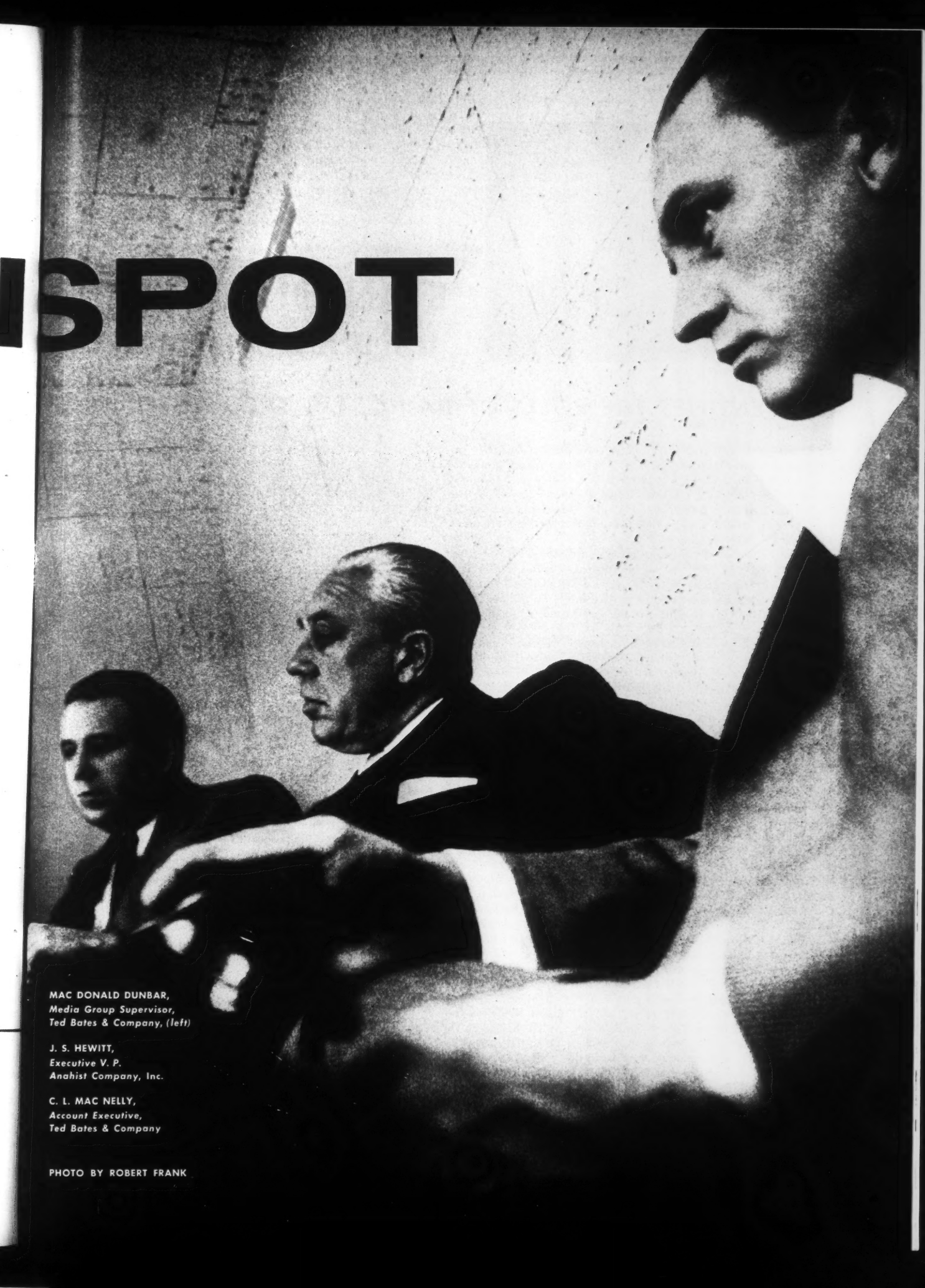
© 1954 BY NATIONAL BROADCASTING COMPANY, INC.

representing RADIO STATIONS:

WRCA	*New York*	**WRC**	*Washington, D. C.*
WMAQ	*Chicago*	**WTAM**	*Cleveland*
KNBC	*San Francisco*	**WAVE**	*Louisville*
KSD	*St. Louis*	**KGU**	*Honolulu, Hawaii*

representing TELEVISION STATIONS:

WRCA-TV	*New York*	**WNBK**	*Cleveland*
WNBQ	*Chicago*	**KPTV**	*Portland, Ore.*
KRCA	*Los Angeles*	**WAVE-TV**	*Louisville*
KSD-TV	*St. Louis*	**WRGB**	*Schenectady-Albany-Troy*
WRC-TV	*Washington, D. C.*	**KONA-TV**	*Honolulu, Hawaii*



MAC DONALD DUNBAR,
Media Group Supervisor,
Ted Bates & Company, (left)

J. S. HEWITT,
Executive V. P.
Anahist Company, Inc.

C. L. MAC NELLY,
Account Executive,
Ted Bates & Company

PHOTO BY ROBERT FRANK

STANTON DISSECTS JOURNALISM IN '54

HE IDENTIFIES THE ROLES OF RADIO, TV, THE PRINTED PRESS

ELECTRONIC JOURNALISM had to be born twice as tv followed radio into the world, but it is old enough for an inventory and for comparison with printed journalism, Frank Stanton, president of CBS Inc., told the Sigma Delta Chi convention in Columbus Nov. 13 [B•T, Nov. 15]. Mr. Stanton dissected the two types of media, comparing and contrasting their elements. Following is a condensation:

THE journalism of the printing press and of the electronic tube are often today thought to be competitors—and commercially they are. Professionally, however, they draw closer all the time, for they work with the same raw materials. They are forever taking it on the chin together, at the same time, from the same people, about their faults.

For both of us there is the matter of *straight reporting:* there was a crisis in Pakistan, an investigation in Washington, or a fire in Chicago. Somebody got the Nobel Prize, and somebody got caught evading his income tax. This sort of thing was for years the exclusive domain of the newspaper. Then radio edged in—at first inadequately just by reading aloud some rudimentary dispatches with little or no attempt to help the listener understand what they meant. But soon, radio was able to bring more comprehension to the news, and to add to it some *analysis* of what the news probably meant.

In a program like CBS Radio's *World News Roundup*, wherein every weekday morning we can switch our listeners around and among four or five world capitals, and highlight the news from all of them in 15 minutes, we move with enormous efficiency and dispatch. Here, radio has contributed importantly to a news form.

When television came along adding pictures and motion to sound, we could hardly wait: it seemed in the beginning as if the television camera would add a great scope to the reporting of straight news. But we reckoned without something, and that was the high proportion of the day's news that lies in the realm of *ideas*. And ideas are hard to photograph.

So, excellent though much television reporting has become, after a slow start, I think most people will agree that a further refinement of invention is still due here. A man seen reading aloud is not enough. Yet if we weight him down with too much apparatus of maps, or film clips, or other baggage, we get the thing too bulky and we can slow it up too much while waiting to get our documentary material in. When, some day, we can fully add the services of the television camera to a radio news program like the *World News Roundup* we shall have something very impressive indeed.

What about news *features*? Here I think it is not at all immodest to point to Ed Murrow and *See It Now*. Here the television camera has joined the procession as a full and equal partner. Here we have something that stems from the tradition of the finest Sunday roundup feature, or let us say, the cover story of the news magazine—but where broadcasting has added something unique to itself, and to that extent is neither copyable by, nor stemming from, the journalism of the printed page. Here, it is possible, not to photograph ideas, but to make the camera reinforce them, or add point to discussion, in a most impressive way.

What about the operations of the *intellect* in our media? Our problems here are very different. The best newspaper pundits, the men who think hard and write lucidly and demand of their audiences that they pause and take real thought—these men can and do, on the printed page, command the attention of their readers for 20 minutes at a time. But the very greatest pundit-columnist, reading his column aloud to a microphone, with or without benefit of camera, would be switched off by the hundreds of thousands before he had talked a minute. He has written to be *read*, not to be listened to. Not enough of our pundits have given enough thought to the subtle differences between what the reading eye and the listening ear will accept, even when both are connected to the same brain. And perhaps we of broadcasting are at fault for not having studied enough, and coached enough, to translate the best of political-intellectual newspaper columns into broadcast terms. Here I think the advantage rests with you, and it is up to us to catch up to the extent possible within our ground rules.

But, what about the *speech*, as a matter of vital record? Here I think the terms are reversed. Only the biggest metropolitan newspapers give full transcripts of important speeches; the rest content themselves with excerpts. And a verbatim transcript, the day after, can look dull, whereas radio and television have the inestimable advantage of being instantaneous with the real event. If the speaker is to be cheered or booed or shot at; if he is to say something tremendous or put his foot into a terrible mess, the audience is there waiting for it to happen.

As with the speech, so with the *panel*, so with the *discussion*, under the eyes and ears of camera and microphone. The debates, the round tables, the critical and sometimes very rough quizzing of public figures for the benefit of a nationwide audience of citizens, are to me among the most significant of improvements on the town hall meetings, the Lincoln-Douglas debates of an earlier America, wonderfully extended, brought up-to-date, and made available to all. The daily paper has been astute—and generous—enough to make its best reporters available to take part in the interrogation process. The collaborative quality of our media here is at its most impressive. In general, broadcasting has furnished the electronics, the forum and the arrange-

ments, and press journalism has provided most of the point, penetration and bite.

Along about here, there rises a basic question: can a broadcaster properly utilize the great opinion-molding power of that newspaper institution, the *editorial*? At CBS we think he can, and should. In fact, just back in August we made the first network attempt at it, and I happened to be the editorializer. My subject was something deeply important to electronic journalism. It was the right of the radio microphone and television camera to have equal access to an event with the other tools of journalism—in this particular case their right to follow the reporter's notebook into the hearings of the Watkins Select Committee of the Senate that was sitting on the matter of possible censure for Senator McCarthy. I shan't repeat my arguments here. Because broadcasting is properly committed to the proposition of "fairness and balance" in the presentation of controversial issues, we invited Judge Harold R. Medina to present a contrary view. Our view did not prevail with the Committee, so radio and television were barred. I strongly regret this. But this regret is independent of what seemed to be the successful innovation of what we called the *CBS Editorial*, and to which from time to time we are going to return.

So: we are borrowing from newspaper technique here. Can newspapers borrow from us? I spoke of the fairness and balance proposition to which broadcasting is committed. This is a bulky thing to administer; it needs discretion and causes headaches, but on the whole it is thoroughly good. I think some newspapers could properly imitate it with more attention to the proposition of "balanced space."

Let us think now for a moment of *events as they happen*—whether planned or accidental. The television camera cannot get to the *outbreak* of the fire, or catch the moment the freighter hits the rock. And the light-traveling reporters of press and radio, I suppose, will always get there first. But the slower-following camera will in the future, I think, make the reporter tell his stories better. If so, here is competition at its best in raising standards of professional service.

But there is something else the television camera cannot do: it cannot sit in the halls of Congress all day waiting for something to happen. But a wire service reporter can, and does. He suffers to listen to a thousand inconsequential things for the sake of the two or three of national importance. Television admires and envies, and so far cannot emulate—not without solemnly and extravagantly recording everything and then throwing 99% of it away.

TV CHAPERONES THE PRESS

Senator Mundt's observation, at the close of the Army-McCarthy hearings, that it had been a good thing to have had television to chaperone the press, was perhaps a good remark. Yet those hearings were a major demonstration of how much a television camera needs a competent editor. If a television camera is infallible, it is also non-discriminating. Some day, it may not be too much to hope that the discrimination of the trained human reporter can be better added to the cold infallibility of the machine—and vice versa—for on-the-spot coverage. When that day comes, we will certainly have had a wedding of two separate branches of journalism as will make a human record by which mankind, let us all pray, can guide himself more wisely that he has been able to in the past. Current events are not history, and current events are not wisdom, and even a deep and exhaustive knowledge of current events does not make a philosopher—but it helps. For events are the raw materials of even the most rarefied and delicate thought. Philosophers and intellectuals may, and often do, look down on us—but they're *there* because we're *here*.

We hear a great deal about the obligations of journalists, publishers and editors. It is right that we should. But there is one obligation that is not as much discussed as most of the others . . . an obligation equally imperative on both branches of our profession, and another thing that unites us.

The obligation I am talking about is the obligation *to make money* while serving the nation and the public with our particular skills. There are some very handsome profit-and-loss statements in this business-industry-profession-art of ours—and there are some rather appalling ones, too. Actually, the obligation on us to be profitable is just as commanding as the obligation to be fair and truthful. Without this oil, the lamps go out. Without profits, the free press is no longer free.

But the obligation to be profitable does not lie primarily on the shoulders of the business office. The profitability of a publishing or broadcasting enterprise must stem straight from the freewheeling range, the courage, and the innovating power of the creative, the editorial, departments. When an organization is young, everyone down to the office boy is aware of the daily struggle to survive and grow, and the importance of his part in it. When an organization enters its middle years, with much of its success already taken for granted, the need for this daily struggle becomes much less apparent to the younger men and women. To help this second generation keep alert and inventive is one of the most difficult problems any of us face, but face it and solve it we must.

ART AND PROFITABILITY

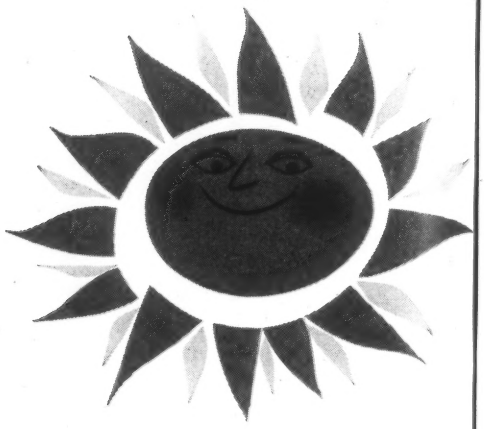
I speak of our activity, not as a business, but as a business-art. Without art, there is no enterprise at all, and without profitability, you have only two alternatives: bankruptcy or subsidy—the latter just as deadly, in a young and dynamic society, as the former.

It is wrong, and stupid, to decry or apologize in the slightest degree for the profit motive. What we have to do instead, with the full benefit of the profit motive, is to become more and more experimental, more and more bold. We can't be bold without it. And without being bold, we can't progress. We in broadcasting enjoy one enormous and almost unfair advantage. The technology of our industry-art is young, vigorous, and dizzyingly swift. We have a riches here that is almost embarrassing. In contrast, the technology of press journalism has moved at a pace for which the politest word is stately.

As a result of this advantage, broadcasting feels an enormous freedom of format. But the newspaper feels a heavy restriction on format. I am using this word not just to describe sizes and styles of type, but in its broadest sense of *the way things get presented*.

Think, if you will, of last election night, 11 days ago. It was a hair-raising experience. I am not forgetting some of the close races or even reversals of the past—but in the number and diversity of photo finishes, the elections of 1954 stand unique. For the first time in this Century it looked as if Democracy just couldn't make up its mind about who was in and who was out, and even Univac was lead into a wilderness. The voice of the People is the voice of God—but Judgment Day was mighty late in coming, last week.

What I want to focus on is the physical picture of that night and morning, in newspaper and broadcasting offices. Every communication medium, large or small, becomes part of a huge, voluntary nationwide interlock—of newspapers, of radio and television stations, of networks, of the great wire services, of the colossal grid of the telephone and telegraph system. But that is not the most remarkable thing about it. The most remarkable thing is what the public does. Putting aside all other considerations, the public glues its eyes and ears to newspapers, loudspeakers and television tubes; seeing everything, hearing everything and—heaven help us all—*believing* everything. The picture of the United States on election night is the picture of a mammoth democracy, the world's greatest political entity, utterly absorbed, and utterly confident in, every medium of communication it possesses. So perhaps we must have some good points after all. If so, not the least of these might be that *we give America its daily consciousness of being a Nation*. If it weren't for us, private individuals all, and private businesses all, America would not know where it stood or what it felt.



In California, good mornings begin with . . .

PANORAMA

Here's an early morning television program that looks great even with your eyes half-open.

Informal, relaxed and easy-going, PANORAMA PACIFIC has been created especially for western tastes and buying habits.

Red Rowe, as master of ceremonies, sets the morning mood with his gentle good humor weekdays from 7 to 9 am on the CBS Television Pacific Network.

Then there's sprightly wake-up music, interviews with celebrities, the latest in foods, fashions and fads, frequent weather reports and time checks – and a complete roundup of world and local news every half-hour.

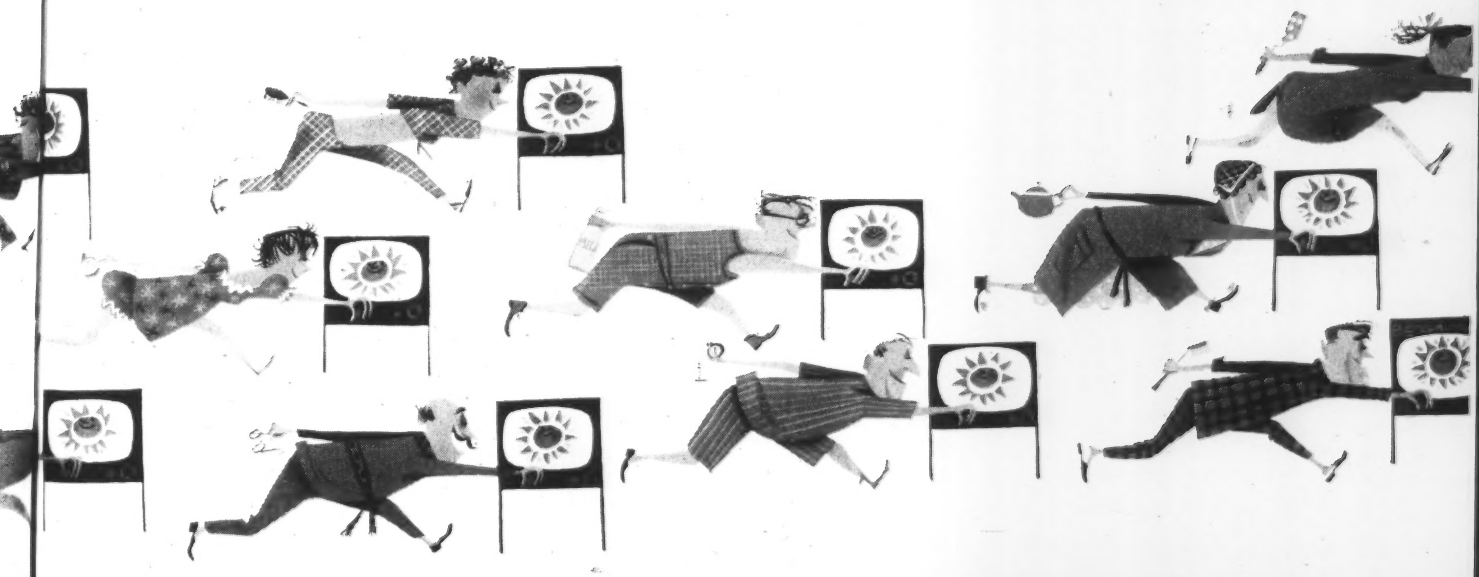
PANORAMA PACIFIC, like everything out West, is big... covers a 20 billion dollar market – 90% of California – with the three top stations: KNXT Los Angeles, KPIX San Francisco and KFMB-TV San Diego.

Real eye-opener is PANORAMA's big audience – four times bigger than the other network competition at 60% of the cost!

Put your brand out West on the CBS Television Pacific Network with the morning show you can't beat ... PANORAMA PACIFIC!

APACIFIC

Monday through Friday 7 to 9 am



(Continued from page 43)

Scoop"), Joan Caulfield ("Me and My Marriage"), Perry Como ("Mr. Nice Guy"), Betty White ("The Saga of Young Bess"), Randy Merriman ("Why Randy's a Merry Man").

And, Liberace ("Too Busy for Romance?"), Betty Hutton ("Penthouse Affair"), Frank Parker ("Frank and His Friends"), Eddie Fisher ("From Boy to Man"), Arlene Francis ("Arlene—A Home Body"), The Mariners ("Four in Tune"), Gale Storm ("Gale and Her Guys"), Martin & Lewis ("Two Sleepy People").

And, Art Carney ("Art for Art's Sake"), Arlene McQuade ("A Girl Named Fuzzy"), Lisa Ferraday ("So Lovely—So Lonely"), Bill Tabbert ("Bright Lights for Bill"), Charles Farrell ("Love That Racquet").

And, departments. "TV Tattler," paragraphs and photographs of the stars at home, in night clubs, at premieres, at parties, etc.; "Studio Secrets," gossip about personalities; "TV Mail Bag," which pays $10 for the best letter, $5 for the next best, etc.

The advertising in the January issue of *TV People* is varied and intriguing. There are ads for reducing or for gaining weight. There are any number of coupons which, wrapped around a dollar bill, will get you Christmas tree lampshades, or 1,000 pictures of the stars, or popular new phonograph records. You can make money selling dresses to your neighbors or friends, or by addressing and mailing postcards at home. You can overcome back trouble, sell your poems, learn how to repair your own tv set, make your eyes glamorous, learn shorthand in four weeks.

And, you can buy can-can petticoats, Christmas cards, learn to play a musical instrument overnight.

Above all there are the anatomical ads:

"Sensational, new scientifically designed (pat. pend.) bras for LARGE, Medium and small busts. Free 10-day trial, plus glamor bust line course."

"Breasts losing firmness? Use Liftee Bra."

"Bust Creme."

"Young-Form Bra."

Among this welter of urgency, there are even sustainers: "Give to Cerebral Palsy Fund;" "Give to American Cancer Society."

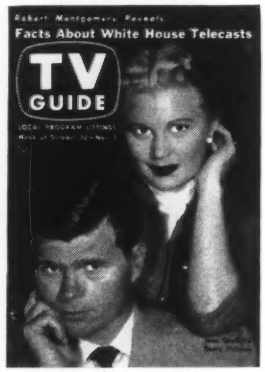
Each one of the fan magazines runs the

THE CONSIDERABLE COVERAGE OF 'TV GUIDE'

TV GUIDE's 26 editions cover most of the television stations in the more populated areas of the U. S. However, there still are some sections which have not been brought into the national program log fold. There is no reason why they should not be included in the near future.

The *TV Guide* editions are:

Northern California—San Francisco, Sacramento, Monterey, Salinas and Stockton. **Southern California**—Los Angeles, Santa Barbara, San Diego. **Chicago**—Chicago, Milwaukee, Rockford, and South Bend and Elkhart (Ind.). **Cincinnati** — Cincinnati, Columbus, Dayton, and Charleston, Huntington, Parkersburg (W. Va.). **Cleveland** — Cleveland, Akron, Youngstown. **Colorado**—Denver, Pueblo, Colorado Springs, and Cheyenne (Wyo.). **Detroit**—Detroit, Lansing, and Toledo (Ohio).



Florida — Miami, Orlando, Ft. Lauderdale, Fort Myers, West Palm Beach, Hollywood, Jacksonville, Palm Beach, St. Petersburg. **Indiana**—Indianapolis, Terre Haute, Muncie, and Bloomington and Champaign (Ill.). **Iowa-Nebraska** — Illinois section, Quincy, Bloomington, Champaign, Peoria, Rock Island, Springfield, Decatur, and St. Louis and Davenport (Iowa). Iowa section, Cedar Rapids, Waterloo, Davenport, and Rock Island and Rockford (Ill.). Central Iowa section, Cedar Rapids, Mason City, Des Moines, Fort Dodge, Waterloo, Ames and Austin (Minn.). Nebraska section, Omaha, Lincoln, Holdredge, and Sioux Falls (S. D.) and Sioux City (Iowa).

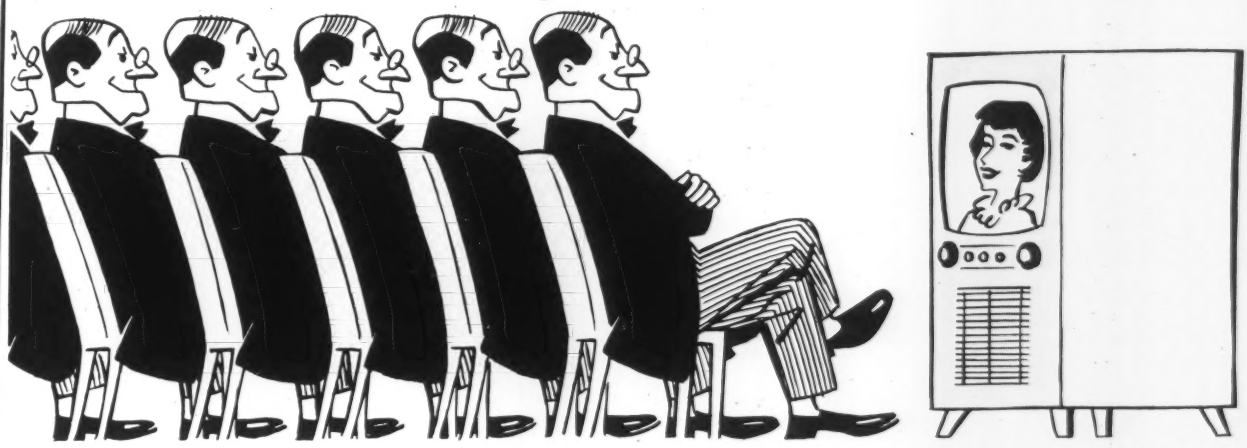
Kansas City—Kansas City, St. Joseph and Topeka (Kan.). **Lake Ontario**—Buffalo, Rochester, Syracuse, and Toronto (Ont.). **Michigan**—Lansing, Saginaw, Kalamazoo, Bay City, Grand Rapids. **Minnesota**—Minneapolis-St. Paul, Duluth, Austin, Rochester and Mason City (Iowa), Eau Claire and La Crosse (Wis.). **New England**—Boston, Providence, Manchester, Worcester, Waterbury, Springfield-Holyoke, New Britain, New Haven.

New York City—New York, Newark, Bridgeport, New Haven. **New York State**—Syracuse, Albany, Utica, Kingston, Schenectady, and Adams (Mass.). **Northeastern Pennsylvania** — Scranton, Wilkes-Barre, Philadelphia, Reading, and Binghamton and Elmira (N. Y.). **Philadelphia**—Philadelphia, Wilmington, Lancaster. **Pittsburgh**—Pittsburgh, Altoona, Johnstown, New Castle, and Wheeling (W. Va.), and Steubenville and Youngstown (Ohio).

St. Louis—St. Louis, Hannibal, and Champaign, Quincy, Springfield, Belleville and Decatur (Ill.). **Texas**—Houston, Dallas, Fort Worth, Temple, Galveston. **Virginia**—Richmond, Danville, Lynchburg, Roanoke, Harrisonburg, Norfolk. **Washington-Baltimore** — Washington, Baltimore. **Washington State**—Seattle, Tacoma, Bellingham, and Vancouver (B. C.). **Wisconsin**—Milwaukee, Green Bay, Madison, Marinette and Rockford (Ill.).

WIN-T
NOW ON THE AIR
with the best of CBS
PRIMARY AFFILIATE
And Now The BEST of ABC TOO!
Blanketing FORT WAYNE and the Tri State area of Indiana, Ohio and Michigan.
IF YOU WANT TO MAKE SALES—CONCENTRATE ON A MARKET WHERE PEOPLE HAVE MONEY TO SPEND
*CSI per household
FORT WAYNE, INDIANA
$6,487
HIGHER THAN . . .
NEW YORK
PHILADELPHIA
SAN FRANCISCO
PITTSBURGH
BALTIMORE
WIN-T COVERAGE
Total population—575,085
Total households—179,018
Total income— $919,317,000.00
Total retail sales—$660,826,000.00
*Consumer Spendable Income per Household.
Source:—Consumer Markets 1954
Nationally represented by
H-R TELEVISION, INC.
TRI-STATE TELEVISION, INC.
WATERLOO, INDIANA
Offices
LINCOLN TOWER
FORT WAYNE 2, INDIANA

We asked the Mayors to be the judges...



What does WFAA-TV's tenfold power increase [to 274,000 watts video] mean to advertisers

. . . who need to reach viewers in the rich North Texas market? How clear is Channel 8's powerful new picture? How bright? How does it compare with competition?

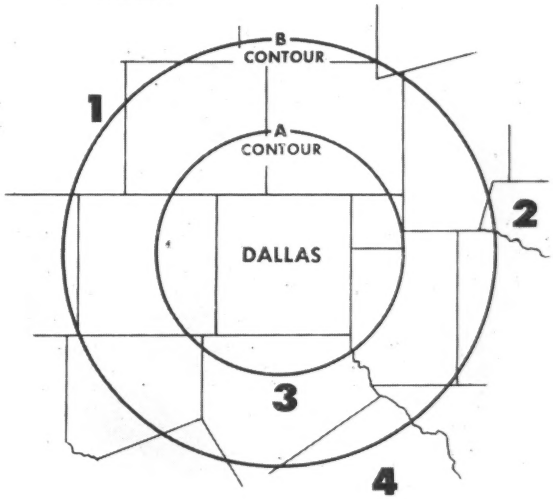
We asked the Mayors of more than a score of towns in WFAA-TV's former "fringe" area to be the judges.

Results: These leading citizens gave a solid vote of approval to Channel 8!

- ★ **78.9%** stated that WFAA-TV's picture is unsurpassed by any other channel!
- ★ **80.9%** said WFAA-TV's picture is sharper . . .
- ★ **85.7%** noticed an increase in brightness . . .
- ★ **95.2%** found Channel 8's high band signal is less affected by common causes of interference (ignition systems, appliances, etc.).

Conclusion: You reach more people (see the latest Telepulse) with a crisper, sharper presentation of your sales story when you sell the Dallas-Fort Worth market via the most powerful video signal in Texas!

The quotes below are representative of comments the Mayors heard from townspeople. Notice that three of these four are beyond Channel 8's new "B" contour:



1. ". . . say reception's better than ever before."
   S. L. Hardwick, Mayor of Decatur
2. ". . . everyone is pleased!"
   S. B. Braziel, Mayor of Emory
3. "A lot better than before."
   A. Dupree Davis, Mayor of Waxahachie
4. "100% better along the line."
   C. C. Sapp, Mayor of Corsicana

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., Natl. Representative
Television Service of The Dallas Morning News

Channel 8
WFAA-TV
DALLAS
NBC • ABC • DUMONT

REPETITION

and WCOP's cost per thousand permits high

NGETS RESULTS!

ermits highest frequency saturation in Greater Boston.

Even the dumbest bunnies know that frequency breeds results. That's why the smartest advertisers take advantage of spot radio's amazing ability to multiply sales thru the economy of frequency saturation.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus, in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

If you want to know why America's smartest spot buyers are using WCOP, ask your station or WEED representative to show you the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."

WILLY THE COP

5,000 Watts on 1150

***Keep good company on* WCOP**

- Pepsi Cola
- Jello
- Instant Maxwell House
- Minute Tapioca
- General Foods
- Philip Morris
- Parliament
- Herbert Tareyton
- Ballantine Ale
- Blatz
- Chevrolet
- Ford
- Packard
- Lincoln-Mercury
- MGM
- Robert Hall Clothes
- Ce-Lect Baking Co.
- Jordan Marsh
- Filene's
- Beacon Wax
- H. P. Hood
- Liggett-Rexall Drug Stores

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

WCOP	**5,262**
Station B	3,333
Station C	2,176
Station D	1,867
Station E	1,785
Station F	1,470

JOE FLOYD'S LIGHTING UP ADDED TV SETS LIKE MAD . . . with KELO-TV's Full Power of

216,000 WATTS

Yes, we're reaching out to bring even more customers within sound of your cash bell in the rich, responsive Greater Sioux Empire.*

*South Dakota, Minnesota, Iowa

AND NOW

INTER-CONNECTED

For Even Greater Service to Agencies, Advertisers and Networks.

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, *President*

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

same gamut. Actually, when you've seen one you've seen 'em all. But each has its market.

One of the posers in the periodical distribution trade is that although these magazines come and go, the total number remains substantially unchanged. Last year there were more than 30 such titles in the news companies' lists. Today there are still more than 20.

Some of them rank up in the top level of sellers. The S&M Box Office report for the first six months of 1954 shows that *Motion Picture & Television Magazine*, with 606,937 circulation ranks 26th among newsstand sellers. *Radio-TV Mirror*, with 527,919 copies, ranks 32nd, and *TV Star Parade*, with 264,404, ranks 69th.

The S&M report is put out by the New York news company of that name and is based on Audit Bureau of Circulations newsstand sales. Newsstand circulation is the bread and butter of such periodicals; subscriptions are of no importance to any of them.

TV Guide is in a different category. Essentially it is a use book, where readers can find tv program listings for a week. It also contains feature articles, but these are subsidiary to its main purpose.

TV Guide came into being early in 1953 when Walter A. Annenberg, president of Triangle Publications Inc., bought three of the struggling weekly program books in as many cities. Triangle, which is the parent company of the *Philadelphia Inquirer*, WFIL-AM-FM-TV, *Seventeen*, *Official Detective*, *Morning Telegraph*, *Daily Racing Form*, published *Radio Guide* before World War II. This was a fan magazine, but carried national program listings. It folded during the paper shortage days of the war.

Almost from the inception of commercial television, following the end of World War II, local entrepreneurs foresaw the need for a weekly program guide. Throughout the country, whenever a tv station went on the air, these booklets made their appearance.

That tv program listings made circulation was proved several times. Nationally, the now-defunct Cowles pocket news magazine, *Quick*, added a reported 250,000 circulation when it included a New York tv program listing in its East Coast edition and a Hollywood tv program listing in its Pacific Coast issue.

Mr. Annenberg bought three of the most successful of the local program guides. These were New York's *TV Guide*, Chicago's *TV Forecast*, and Philadelphia's *TV Digest*.

With these as a nucleus, extensive plans were made to publish 10 editions. By April 1953, these were in being and a circulation of 1 million copies was guaranteed.

Since then, *TV Guide* has moved on. Today it publishes 26 editions and only a month ago raised its circulation guarantee to 2 million. Already, this is exceeded by almost 500,000, it is reported.

What this means can best be illustrated by again turning to S&M's Box Office report. For the first six months of 1954, the leading magazine in newsstand sales was the *Ladies Home Journal*, with 1,786,455 copies. In second place was *TV Guide*, with 1,647,039 copies.

Other newsstand giants are *Saturday Evening Post* with 1,616,577, *McCall's* with 1,525,328, *Better Homes & Gardens* with 1,508,586, and *Life* with 1,115,110.

Plans for the future of *TV Guide* encompass more and more growth. After all, there are more than 30 million tv homes in the nation; why not a *TV Guide* in every tv home?

Of course, the Curtis *TV Program Week* is bound to put a dent in that goal—but even if both split half the total tv homes (and those are increasing each year), that would mean 7.5 million copies each. A substantial circulation, to say the least.

There are two parts to *TV Guide:* the national section and the program section. The national section (wrap-around, it's called in the trade) is printed 10 days before publication date at the Triangle Publication press in Philadelphia. It is mailed in bulk to the offices of the local editions. The program section is set up and printed locally on Mondays. On Wednesday of each week, *TV Guide* goes on the newsstands—and on sale also at super markets, drug stores, cafeterias, small grocery stores. You're likely to find it anywhere.

Priced at 15¢, *TV Guide* pays the vendor 4¢ on each copy. This is considered pretty good in the trade. And returns are unlimited. This makes dealers like it all the more.

A typical *TV Guide* is that for the week of Oct. 30-Nov. 5. The color cover is of Joan Caulfield and Barry Nelson (*My Favorite Husband*, CBS-TV, Sat., 9:30-10 p.m., EST).

The national section contains articles, some with color photographs, of Robert Montgomery and President Eisenhower ("The Producer and the President"); a cheesecake picture story ("Return These Beauties") about tv gals who've been snapped up by Hollywood; tri-dimensional tv in Mexico ("Fun with 3-D TV Down Mexico Way"); June Havoc ("Havoc's Here"); station identification picture story ("You Are Tuned To . . ."); recipes ("TV Snacks"), and two program reviews (*Medic*, NBC, Mon., 9-9:30 p.m., EST, and the *Ray Bolger Show*, ABC, Fri., 8:30-9 p.m., EST).

There is also an editorial on Spectaculars (they serve to get tv out of the run-of-the-mill rut) and a column "TV Teletype", from New York and Hollywood.

The local insert starts with a comments column, has a special sports program listing, then letters to the editor and finally program logs. These are authentic and detailed, and therein lies a story.

Tv logs in newspapers give not much more than time and title of the show. *TV Guide* goes one better. It gives a story line for every program. This makes the listing authoritative and useful to readers.

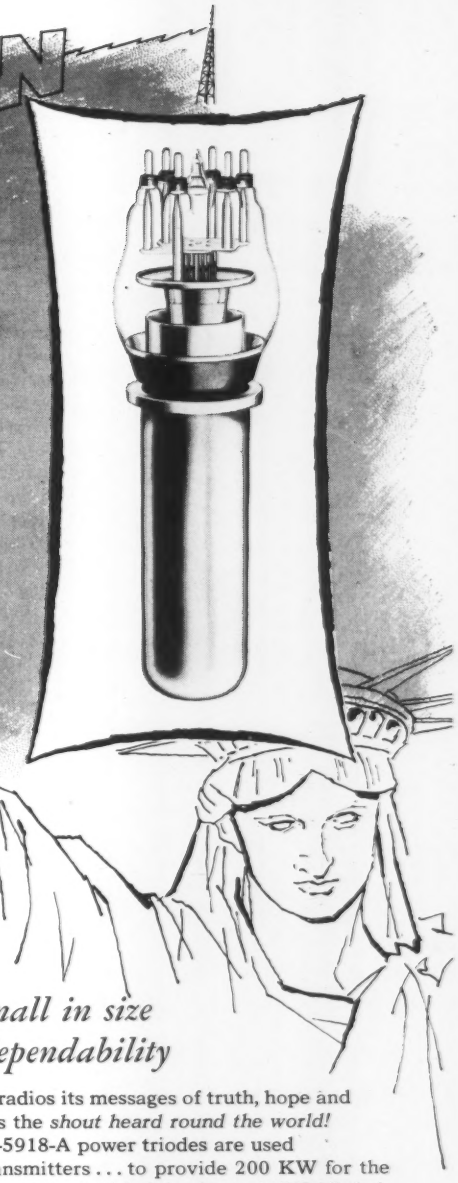
In the Philadelphia headquarters of *TV Guide* there is a library containing capsule information on 15,000 feature films, syndicated series and serials. Into this center comes condensed production information about live shows, including resumes of sketches, plots, situations, etc.

What this means is that a station need only furnish the local *TV Guide* editor with the titles of its programs for the week. The information about each program is furnished by the Philadelphia headquarters. *TV Guide* maintains a national teletype communication

200 KW

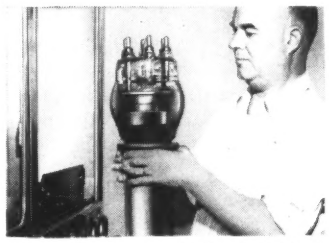
FOR THE

Shout Heard Round the World



Federal's
F-5918-A

Serves with distinction in the "VOICE OF AMERICA" transmitters of Crosley Broadcasting Corporation



Prime Features of the F-5918-A

Heavy Wall Anode provides improved heat dissipation . . . allows conservative plate dissipation ratings.
Kovar Grid, Filament and Anode Seals increase ruggedness . . . for industrial and other applications.
Specially-treated Grid permits high heat dissipation . . . has recuperating power, which prevents destruction by momentary overload.
Low Grid-plate Interelectrode Capacity allows easy neutralization at frequencies up to 22 mc.
Thoriated Tungsten Filament results in reduced operating temperature of all tube parts.
Full Voltage safely applied to cold filament . . . no step-starting or high reactance transformers needed.

The power triode that's small in size but BIG in power and dependability

DAY and night the "Voice of America" radios its messages of truth, hope and friendliness to millions of listeners. It is the *shout heard round the world!*

AT WLW, Cincinnati, two Federal F-5918-A power triodes are used in each of three "Voice of America" transmitters . . . to provide 200 KW for the steady stream of programs broadcast from this vital link in the vast "VOA" chain.

"We find these tubes very satisfactory for the international band," says Crosley Broadcasting Corporation. "They are stable in operation . . . easy to neutralize up to our highest frequency of 21.65 mc without using grounded grid operation."

Federal's F-5918-A is amazingly rugged . . . providing maximum dependability. Its thoriated tungsten filament results in longer life . . . lower costs. Each tube delivers *more* output (100 KW) with *less than half* the filament power required by pure tungsten types.

The F-5918-A also is particularly suitable for 100 KW induction or dielectric heaters. An air-cooled version of this rugged performer is available in Federal's F-5919.

"Federal always has made better tubes"

Federal Telephone and Radio Company

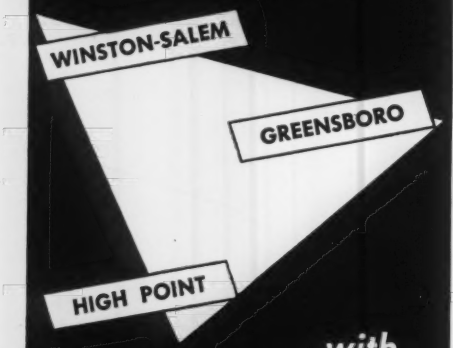
A Division of INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

COMPONENTS DIVISION 100 KINGSLAND ROAD CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

For Complete Technical Data on Federal's F-5918-A write today to Dept. K-69

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"



with
WSJS
TELEVISION
CHANNEL 12

a 24-county market with
a population of 1,303,700

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

system with each of its editors for this very purpose.

For example, if one station lists *Badge 714*, chapter 17, for the week, the Philadelphia office tells the local *TV Guide* editor exactly what the plot and action of that segment is about.

A corollary of this practice has been that recently more and more newspapers have been using a new organization known as TV Keys which furnishes condensations of programs to tv program log editors. These are used generally in the highlights boxes on the radio-tv pages.

Advertisements in the national section of *TV Guide* in the Oct. 30-Nov. 5 issue numbered only two. These were Pall Mall (American Tobacco Co.) and Seagrams. Other national advertisers who have appeared in *TV Guide* include big names in American business—Borden Co., Chrysler, Dow Chemical, Florida Citrus Commission, GE, General Mills, General Motors, Green Giant, Household Finance, Lanolin Plus, Liebmann Breweries, Miles Labs, Parker Pen, Philco, RCA, Singer Sewing Machine, Standard Oil, Texas Oil, U. S. Steel, Whitehall Pharmacal.

Note that all are good tv sponsors.

On the local level, *TV Guide* carries station advertising for local programs and some institutional advertising from local sponsors, plus tv set sales and service ads. In several editions there also have been some motion picture ads.

National advertising is paid advertising. The local station program advertising, however, is on an exchange basis. Instead of paying cash for this promotion, stations give *TV Guide* spots on house shows or during station breaks.

TV Guide's big advertising pitch is based on a simple fundamental: Every reader is a tv viewer; ergo there is no waste circulation.

A black and white page in *TV Guide* costs $4,200. Four-color page is priced at $6,300.

The editor of *TV Guide* is Mr. Annenberg. James T. Quirk, former promotion manager of the *Inquirer* and of WFIL, is the publisher. Merrill Panitt, former *Inquirer* radio-tv columnist and Hollywood correspondent, is managing editor. *TV Guide* employs 300 people in its operations. About 100 are editorial workers.

As of now, *TV Guide* does a better job for telecasters than do newspapers, Mr. Quirk believes. The program listings are more accurate and more detailed than those run in newspapers, he says.

At the same time, the future seems assured, Mr. Quirk reasons, because more and more newspapers are giving less and less space to tv. Firstly, the broadcast medium is competitive and newspapers are getting touchy about that. Secondly, with newsprint prices going higher and higher, publishers are looking for ways to cut down space eaters. Tv and radio logs are in that classification and the time will come when such information will be in limbo, he is sure.

In another sense, *TV Guide* has been a boon to telecasters, Mr. Quirk believes. It has taken the place of station mailing lists, which are a headache to station promotion people.

Mr. Quirk is fiercely proud of *TV Guide*'s editorial policy. It is not a fan magazine, he asserts with emphasis. All its material is "factual." Although the content seems to follow the fan magazine, it does not have the "puff" aroma which hangs so heavily over other tv consumer publications.

Reviews of *TV Guide* are serious compositions. No review is published until the reviewer has seen three consecutive programs. Also, Mr. Quirk instituted a procedure for reviews that he feels lifts *TV Guide* out of the possible danger of propinquity. Hollywood originations are reviewed by the New York office, and East Coast shows are reviewed by the Hollywood office.

Heading the New York office of *TV Guide* is Bob Stahl, former *Variety* mug. In Hollywood sits Dan Jenkins, ex-*Hollywood Reporter* radio-tv editor.

Up in New York City, the *TV Program Week* executives are beginning to meet the buzz-saw that is inherent in the launching of a new publication.

Not much more than the fact it plans to start this competition to *TV Guide* has been announced by Curtis. First issue of the new tv program guide is due to contain program listings for the week of Jan. 8. *TV Program Week* will be similiar in size and format to its Philadelphia opposition.

R. D. Wheeler, formerly New York metropolitan area district manager for Curtis sales, is editor and publisher. Jonathan Kilbourn, ex-*Look*, *Quick*, *Yank* and *New York Times*, is managing editor.

Initially, *TV Program Week* will be issued in four editions—New England (Boston), New York City, Philadelphia and Washington-Baltimore. Pre-publication circulation guarantee is 250,000.

Like *TV Guide*, the new book will have a national section, to be printed at the Curtis plant in Philadelphia, and a local insert to be printed locally.

Price of *TV Program Week* will be 15 cents. And, according to Mr. Wheeler, the magazine will be "readable, streamlined and with clean-cut layout." There will be no subscription list, Mr. Wheeler says.

Just why Curtis decided to enter the tv program field has not been explained. Speculation in the distribution trade leans toward this theory: Curtis has for years led all magazines as the top seller in newsstand sales; in fact, at one time three of its titles ran 1, 2, and 3. Now only the *Ladies Home Journal* sits on top, and *TV Guide* is pushing hard in second place.

Curtis fears, it is believed, that it is only a matter of time before *TV Guide* will rank number one. Prestige-conscious Curtis cannot allow this to happen. This is said to be why it has decided to enter the field.

With Curtis' entry into the tv program log field, there will be two national publications devoted to serving the tv viewer (and concurrently the tv station, advertiser and agency). But even so, there are still some 70 or 80 local program logs being published in various parts of the country. Their future is dubious, undoubtedly.

And, dubious, too, is the future of most of the fan magazines. That there will always be some such periodicals cannot be doubted, but just as the Hollywood fan publications have shaken down to the dozen regulars now being published, so will the tv books. That's the consensus of most news distributors who know their business.

FOOD *on the table...*

ORDER *in the house...*

FAYE STEWART *on the job!*

For more than four years, KPIX Kitchen, with Faye Stewart, has been Northern California's number one show for the gal-about-the-house. With a kitchen as up-to-the-minute as your wife wishes hers were, with a touch at cookery or skullery as deft as you wish your wife's were (and would be if she could watch Faye), our Miss Stewart makes husbands indirectly happy and wives and sponsors directly so. If you've a household product to sell in Northern California Faye has a spot for you . . . in her heart and on KPIX Kitchen.

Good Company

Here are some of KPIX Kitchen's current sponsors. They'll be happy to have you join them.

CBS **kpix** CHANNEL 5

SAN FRANCISCO, CALIFORNIA

Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

TV SELLS THE FARMER

THE JOB IT DOES IS BEING PROVED BY MURPHY'S FEEDS ON KVTV

TELEVISION, mid-western farm style, in six short months has proved its value as an advertising medium for the concentrate feeds for livestock and poultry made by Murphy Products Co. of Burlington, Wis. Last April, Murphy launched a 13-week test campaign on KVTV (TV) Sioux City, Iowa, using three five-minute midday news and market reports a week.

KVTV was selected by the research department of Van Auken, Ragland & Stevens, Chicago, agency for Murphy, "for many reasons," John A. Malloy, the agency's radio-tv director, told B•T. "It has a reputation for top personnel; it is located in a good farm area; KVTV is interested in being of service to the farm audience and Murphy has good distribution in this area."

The sponsor's vice president in charge of advertising, Thomas C. Burchard, added that an investigation had shown that 67% of the farm homes in the station's coverage area were equipped for tv reception, with another 19% indicating plans to buy sets during the summer. The noontime market report was known to be of high interest to the farm audience.

When contracts had been signed for the sponsorship to start April 26, Mr. Malloy expressed the belief that "you can't set up a Sioux City show sitting in Chicago." Mr. Burchard agreed. On April 20 they arrived in Sioux City. Mr. Burchard began working out merchandising plans with the station's advertising director, Donald D. Sullivan; Mr. Malloy headed for the studios to see how much space, how many cameras and what people were available.

Art work had to be made, a commercial set had to be built and commercials had to be custom-made to match both the psychological makeup of the farm audience of KVTV and the physical characteristics of the station's facilities. With only six days before the first program, Mr. Malloy needed a lot of help. He got it, he told B•T. The program manager, director, artist, photographer and set builders all worked closely with him to produce the best show possible in so short a time.

The first scripts were turned over to production on Sunday (the first show was on Monday). "Having the client's advertising manager right there with you certainly saves a lot of time in getting script approval," Mr. Malloy commented.

When the first program went on the air on Monday its most intent viewers were Messrs. Burchard, Malloy and Sullivan. "It was a good show," Mr. Malloy recalled. "It was an interesting show. It was a commercial show. It was a little rough around the edges; it was a little more audio than video, but it was a good start and it brought valuable information to the farmer. There was much to be done but everyone knew what he had to do."

EARLE GRUESKIN DELIVERS A MURPHY TV COMMERCIAL

The job to be done was to increase the sale of Murphy's Cut Cost Concentrates by demonstrating to the farmers tuned to the noontime market news that these concentrated feeds, added to the grain and roughage the farmer grows himself, will help produce more meat, milk and eggs.

"Our feeds supply essential protein, mineral and vitamin substances plus antibiotics where indicated, to balance and fortify the grain and roughage the farmer grows on his land," Mr. Burchard explained. "Only a small amount is needed and the farmer who follows the Murphy way of feeding does not sell his grain off the farm, then buy it back at high prices in a feed. Instead, he uses his own grain and roughage and lays out cash only for essential food substances he cannot grow on his farm."

The tv commercial continuity used on KVTV Nov. 8 very graphically illustrates how the Murphy story is being presented to the tv audience. Arresting attention with the opening guarantee, the commercial presents simple, step-by-step instructions for getting and testing Murphy feeds simultaneously to eye and ear, concluding with the names of the dealers handling the Murphy products.

How has it worked? Mr. Burchard gave this answer: "While it is not possible to point a finger at television being entirely responsible for increased sales, our sales territory in the KVTV area has consistently led the rest of the sales force during the period in which we have been using television.

"Television has added visual selling to our advertising. We believe that it is, in a large measure, responsible for the good sales enjoyed in the KVTV area."

Backing up its advertising manager's words most emphatically is Murphy's tv history. Its original contract with KVTV for three five-minute shows a week ran its 13 - week course and was renewed. At the end of the second 13 weeks, a new contract was signed, calling for five programs a week instead of three, each running ten minutes instead of five and the contract running 52 weeks instead of 13.

"In addition," Mr. Burchard concluded, "we now plan on using seven other tv stations, in addition to KVTV." He listed the additions as two tv stations in Iowa—WHO-TV Des Moines and KGLO-TV Mason City; two in Illinois—WREX-TV Rockford and WHBF-TV Rock Island; one in South Dakota—KELO-TV Sioux Falls, and two in Wisconsin—WKBT (TV) La Crosse and WBAY-TV Green Bay.

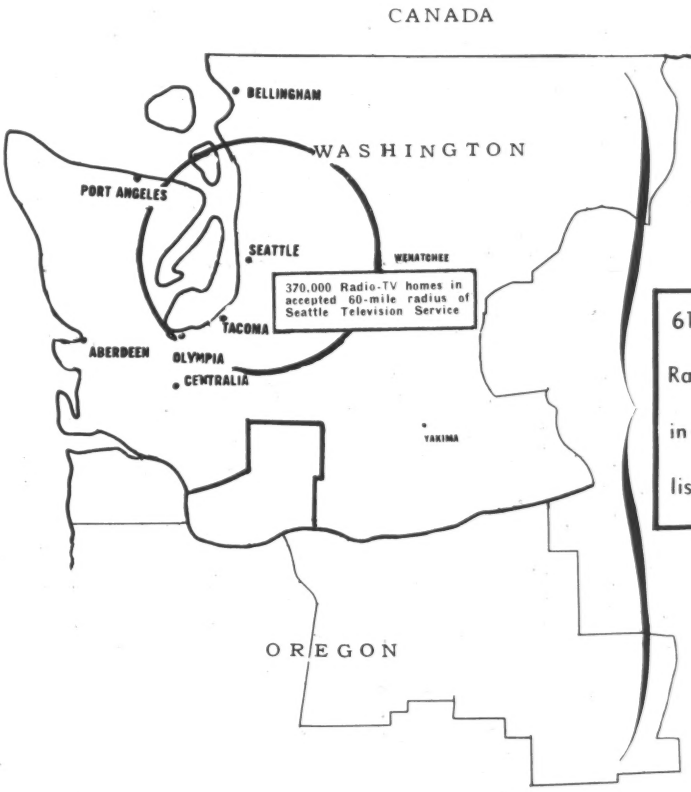
CBS Seattle **KIRO** One of the Nation's Great Stations

For the best buy in the Pacific Northwest

take a look at KIRO

Exclusive CBS Radio affiliate in Western Washington—50,000 watts

In one of the Nation's Fastest Growing Markets KIRO offers • • • • •



618,000 Radio homes in KIRO's proven listening area

- **248,000** radio homes beyond the Seattle TV area with—
- **$548,000,000** more retail sales at—
- lowest cost per thousand of any medium

KIRO's listeners all over have remained loyal because, through the years, KIRO has performed more services for more people than any other station in this area. ——— *See following pages* ———→

CBS Seattle **KIRO** One of the Nation's Great Stations

Outstanding local PUBLIC

DEMOCRACY IS YOU

Pioneering in a new field of radio public service, KIRO helps Washington communities help themselves by stimulating an interest in the now-famous University of Washington Community Development Plan. DEMOCRACY IS YOU dramatizes the plan by letting its audience listen in while a group of citizens analyze their community and map out a plan of cooperative effort to revitalize it. As a result of these spontaneous, unrehearsed broadcasts of self-study groups in action, many communities have adopted the plan.

FILE NUMBER FIVE

A dynamic documentary series that culminated in the passage of Washington's strengthened narcotics law, popularly known as the "KIRO Bill." By exposing this area's vulnerability to the drug traffic because of weak laws and lack of enforcement personnel, FILE No. 5 mobilized the community to take action thru the State Legislature. Although the Legislature was in emergency session to solve financial problems only, public sentiment, aroused by KIRO's expose, forced a consideration of a narcotics bill. Federal, state and municipal enforcement agencies have credited this series as a major force in building a dam to stem the flood of narcotics in the Pacific Northwest.

Picture shows Governor Arthur B. Langlie signing bill as KIRO Program Director Carroll Foster (left) and officers of State Broadcasters Association look on.

CBS Seattle **KIRO** One of the Nation's Great Stations

SERVICE *programs*

make **KIRO** One of the Nation's Great Stations

UNIVERSITY OF WASHINGTON
BUREAU OF COMMUNITY DEVELOPMENT

DIVISION OF ADULT EDUCATION
SEATTLE 5

December 16, 1952

Mr. Saul Haas
Radio Station KIRO
1530 Queen Anne Avenue
Seattle 9, Washington

Dear Mr. Haas:

I have been wanting to write you for sometime concerning the splendid effort being made by your station in the form of your weekly program entitled, "Democracy Is You".

It is my very deep conviction that the battle for democracy will be won or lost in the local community, and that only a small fraction of the effort that should be made toward stimulating local initiative is now being made. Through your generous cooperation, KIRO is doing an outstanding job in this vital field of public service. I am constantly hearing comments from all parts of Western Washington complimenting your station on the excellence of this program, and mentioning the public-mindedness of KIRO which this program demonstrates.

During a recent trip to New York and Washington I had occasion to play some of the tapes from this program to a national committee of the Ford Foundation headed by Dr. Milton S. Eisenhower, and to a number of department heads having to do with the exchange of persons program of the state department. All of them were exceptionally pleased at what they heard and expressed considerable amazement over the idea that we have in the northwest a radio station the size of KIRO that is so public-minded and willing to donate so much time to public service.

These programs will become, I am certain, a model for similar programs in other parts of the nation, and already are largely instrumental in bringing about plans for a 26 week series on democracy to be broadcast throughout Germany. These foreign broadcasts will be patterned along the lines of your program, but will be made by the team of community leaders now taking part in the Port Angeles project.

There are no words adequate to express my appreciation to you in making this program possible.

Sincerely,

Richard W. Poston
Director

RWP:mn

TWO PARTY LINE, OLYMPIA

One of the most provocative programs in KIRO's history, this weekly report direct from the State's capitol during legislative sessions gives the two major political parties a chance to present their official views on important developments in state government. Each broadcast is a political free-for-all with no punches pulled, no controversial issues soft-pedalled. It is the only radio program ever to be commended in a Joint Senate-House Resolution for its outstanding public service.

KOREAN BLANKET PROJECT

Learning that Korean orphanages desperately needed knitted wool squares that could be sewed into warm blankets before winter set in, Judith Lane of KIRO's "Housewives, Inc." program relayed the appeal to her listeners. The goal set—3,600 squares. By the shipping deadline, KIRO had received over 6,000 squares knitted from remnants of wool yarn, enough for 150 blankets. This project is typical of the support given by KIRO programs the year-around to worth-while causes.

CBS Seattle **KIRO** One of the Nation's Great Stations

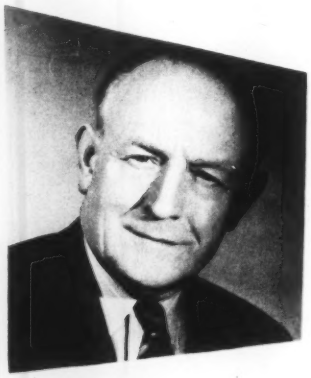
Here are just a few of the more Outstanding Programs

LOCAL PROGRAMS and PERSONALITIES

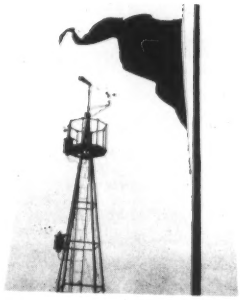
that make KIRO one of the Nation's Great Stations

LIVE MUSIC
Clifford & Clark, piano and organ duo—top-rated musical team in Pacific Northwest for more than 15 years.

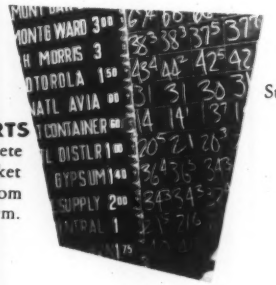
SPORTS
Pat Hayes, sports authority and play-by-play network sportcaster for 14 years—originator of KIRO's "Scoreboard" series.



GARDENING
Cecil Solly, area's best known garden expert—on KIRO 6 days a week since 1945—Garden Editor of Seattle Times.



WEATHER
State-wide forecasts, plus special marine reports, broadcast twice daily direct from Weather Bureau office—service established 1937.



STOCK MARKET REPORTS
Area's only regular and complete morning report of stock market quotations—broadcast direct from a Seattle brokerage firm.

NEWS & SPECIAL EVENTS
Don Courtnay, for years Chief of KIRO's News Bureau which originates 11 daily newscasts and covers all important special events.

WOMEN & HOMES
Judith Lane, Director of "Housewives, Inc."—covers cooking, decorating, nutrition, fashions, child care, community affairs—daily since 1941.

CBS Seattle **KIRO** One of the Nation's Great Stations

In one of the Nation's Fastest Growing Markets—

MANAGEMENT and PERSONNEL

make KIRO one of the Nation's Great Stations

BOARD OF TRUSTEES

Queen City Broadcasting Company, operators of KIRO

SAUL HAAS

President and General Manager

Founder and principal owner of KIRO.

A director of the CBS Radio Affiliates Association representing stations in 8 western states and all dependencies.

Former newspaper editor-publisher.

GEORGE P. HARDGROVE, Chairman

A director of Puget Sound Navigation Company, Black Ball Lines, Ltd., Black Ball Ferries, Ltd. Trustee, De LaSalle Institute. Co-founder of Ferris & Hardgrove, investment banking firm.

JOHN L. KING, Secretary-Treasurer

Director of KIRO's Community Relations Department. Past President, University of Washington's Board of Regents. Former Director Radio and Research Washington State Grange.

PAYNE KARR

Partner in law firm of Karr, Tuttle & Campbell. Past President, Seattle Chamber of Commerce. Former Chairman, Seattle Transit Commission.

JOSEPH E. MUCKLEY

Vice-President and Treasurer, Simpson Logging Company. A director of Puget Sound Navigation Company. Former Vice-President, Seattle-First National Bank.

JOHN C. HAGEN

Principal owner of Troy Laundry, American Laundry and City Dry Cleaners in Seattle and Crystal Laundries in Spokane, Wenatchee and Yakima.

CHARLES HOROWITZ

Partner in Seattle law firm of Preston, Thorgrimson & Horowitz. Former Trustee, Seattle Bar Association. Former lecturer in law, University of Washington Law School.

LINCOLN MILLER, Assistant to the President

22 years in radio broadcasting. Formerly with KXA, Seattle (mgr); International Broadcasting Division, Department of State (Assoc. chief); Sacramento Broadcasting Company; Oregon State System of Higher Education.

WILLIAM F. TUCKER, Commercial Manager

22 years advertising and sales experience. Member of KIRO sales staff since 1942, Commercial Manager since 1947. Formerly with Foster & Kleiser.

JAMES B. HATFIELD, Chief Engineer

Active in radio engineering since 1927, KIRO Chief Engineer since 1937. Registered Professional Engineer in Washington and Oregon. Practicing Engineer before FCC.

CARROLL B. FOSTER, Program Director

Joined KIRO's Program Department in 1939, Director of Public affairs Department since 1946. Previously with KFPY, Spokane; KFEL, Denver; WTAR, Norfolk.

JOHN M. PIPER, National Sales Manager

Joined KIRO sales staff in 1949 after previous advertising experience in mid-west radio and own business.

CBS Seattle **KIRO** One of the Nation's Great Stations

COMPLETE LOW-COST COVERAGE

One rate, from sign-on to sign-off

One rate for the same service for *all* advertisers

KIRO developed and still is exclusive in offering a "Fixed Position Preemptible" rate

KIRO is the easiest to buy because only KIRO offers all these features:

- ★ Combination of programs and announcements in computing discounts.
- ★ Non-contiguous program discounts.
- ★ All services, rates, discounts and "packages" are published in Standard Rate and Data Service.

Plus

AGGRESSIVE MERCHANDISING SUPPORT

SAFEWAY

A&P

TRADEWELL Super Market

65 of Greater Seattle's top supermarkets actively participate in KIRO's Merchandising Service Plan. Here is a plan that offers qualified advertisers preferred "island" or "dump" positions for a full week with tie-in newspaper ads by all participating chains. Personal attention for the product by KIRO's expert merchandising field men . . . working directly with the broker or representatives . . . assures maximum results. More and more successful advertisers are taking advantage of this no-extra-cost service.

Send for KIRO's new 18-page brochure illustrating the multi-billion dollar Western Washington market.

National Representatives **FREE & PETERS, INC.**

NEW YORK • CHICAGO • DETROIT • FORT WORTH • ATLANTA • HOLLYWOOD • SAN FRANCISCO

(A&A continued from page 40)

WALL Releases Second Radio-Newspaper Survey

SECOND annual independent mail survey commissioned by WALL Middletown, N. Y., to compare radio listening and newspaper readership of housewives in the city and its trading area, indicates a general increase in radio listening and a decrease in newspaper reading.

The survey, conducted by the Dayton Business Courses, shows the Middletown trading area housewives have increased radio listening to an average of 15.5 hours per week from a figure of 14.6 in 1953, while newspaper readership dropped from 7.0 to 6.7 hours per week during the same period. In Middletown proper, a slight decrease in both radio listening and newspaper readership was registered, with radio showing a smaller proportionate loss. Radio listening dropped from 18.5 in 1953 to 17.2 in 1954 and newspaper reading dropped from 8.1 to 6.1 for the same period.

NEW BUSINESS

Chattanooga Medicine Co. (Velvo cough syrup), Chattanooga, Tenn., is launching campaign in southern states with promotion over 28 radio stations spearheaded by *Grand Ole Opry* originating from WSM Nashville, Tenn. Agency: Noble-Dury & Assoc., Nashville.

Johns-Manville, N. Y., will succeed Revere Copper & Brass, same city, as an alternate-week sponsor with Pan American World Airways, that city, of *Meet the Press,* Sundays, NBC-TV, effective Jan. 9. Agency for Pan American and Johns-Manville: J. Walter Thompson Co., N. Y.

Plymouth Div., Chrysler Corp., Detroit, to sponsor Detroit Lions-Green Bay Packers football game, Thanksgiving Day, from Detroit on MBS. Agency: N. W. Ayer & Son, Phila.

All-State Insurance Co., Skikoe, Ill., to sponsor coast-to-coast coverage of Army-Navy football game from Philadelphia Nov. 27 on NBC Radio. Agency: Christiansen Adv., Chicago.

American Motors Corp., Detroit (Nash-Hudson), to sponsor segment of *Amos 'n' Andy Music Hall,* Nov. 24, 25, 26, on CBS Radio. Agency: Geyer Adv., N. Y.

Stork Blesses Agency

AGENCY personnel at Fletcher D. Richards, New York, could form a stork club of their own. Practically during a single weekend four staffers became proud fathers. A fifth had a blessed event two weeks earlier. The score follows:

Oct. 28, 7:50 p.m., born to Jim Kelly, timebuyer, a second child, Kathleen Mary; Oct. 29, 3:01 p.m., born to Bernie Eckstein, art director, a second child, Karen Dale; Oct. 29, 5:23 p.m., born to Jack McKenna, assistant production manager, a first child, Kevin John; Oct. 30, 7:55 p.m., born to Bob Colodzin, head of tv-radio production, a second child, Benjamin Mark; Oct. 12, ahead of others' schedule, born to Mikal E. Jansen, promotion art director, a second son, Mark Andrew.

Cigars, anyone?

GEORGE LINSENMEYER (r), advertising sales manager for West Virginia Brewery, and Robert E. White, sales manager for WSAZ-TV Huntington, W. Va., complete a contract for 260 spot announcements over that station.

BUSINESS RENEWALS

Christian Science Publications, Boston, renews *Christian Science Monitor Views the News* on ABC Radio as five-minute rather than quarter-hour show, but with station line-up expanded from 28 to 350. Program, currently Tuesday, 9:40-9:55 p.m. EST, to be presented Tuesday, 9:25-9:30 p.m. EST on the enlarged network, effective Jan. 4, 1955. Agency: Walton Butterfeild, N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., renews 52-week sponsorship of *Camel News Caravan,* NBC-TV (Mon.-Fri., 7:30-7:45 p.m. EST). Agency: William Esty Co., N. Y.

Goodyear Tire & Rubber Co., Akron, renews *Greatest Story Ever Told,* ABC Radio (Sun., 5:30-6 p.m. EST), effective Jan. 2. Agency: Kudner Adv., N. Y.

AGENCY APPOINTMENTS

Bayuk Cigars (Phillies and Webster Cigars), Phila., has named D'Arcy Adv., St. Louis, effective Jan. 15.

Chicago Frozen Donut Co., Waukegan, Ill., appoints Baker, Johnson & Dickinson, Milwaukee, for Minit Fresh Frozen Donuts.

Cashmere Corp. of America (Hadley Cashmere, Lamb's Wool sweaters), N. Y., appoints Anderson & Cairns, same city.

Dad's Root Beer Co. (Dad's Old Fashioned Root Beer), Chicago, appoints Erwin, Wasey & Co., N. Y., for its bottling plants and Fountain Flavor and National Franchise Bottling Divs., effective Dec. 1. Radio probably will be used.

Pappa-Tony Pizza Co., Phila., appoints Noel, Lent & Assoc., L. A., for western region. Radio singing commercial campaign will be used. William Noel is account executive.

Worumbo Mfg. Co. (luxury woolens), Lisbon Falls, Me., appoints Anderson & Cairns, N. Y., effective Jan. 1.

Intermountain Trust Co., Allen Mfg. Co. (outdoor sportswear), and **Tizamog Co.** (drug manufacturers), all Denver, name Harold Walter Clark Inc., same city.

Standard Brands Inc., N. Y., names J. Walter Thompson Co., same city, for newly-acquired Southern Pecan Shelling Division.

James Vernor Co. (soft drinks), Detroit, appoints Denman & Baker Inc., same city.

A&A PEOPLE

Lawrence R. McIntosh, formerly vice president and account executive, Grant Adv. Inc., Chicago, appointed executive vice president and account supervisor, with Detroit office.

Dean W. Bacon and **John W. Walt,** account executives, Henri, Hurst & McDonald, Chicago, elected vice presidents; **Margery Finch** to copy department.

William A. Wright, vice president and merchandising director, Fuller & Smith & Ross, Cleveland, to Griswold-Eshleman Co., same city, as vice president of operations.

R. S. Williamson to Cabell Eanes Inc., Richmond, Va., as assistant to president.

Robert J. Nourse Jr. and **Doris Morgan,** vice president in charge of West Coast operations and office manager, respectively, now-closed Hilton & Riggio office, Hollywood, to Fairfax Inc. Adv., same city, in similar positions.

Phil A. Reilly, account executive, KOMO-TV Seattle, Wash., to Wallace Mackay Co., same city, in same capacity.

Edward Schaar, sales promotion and advertising manager, Helipot Corp. (electronic component manufacturers), South Pasadena, Calif., forms own advertising agency, with offices at 1519 Bluff Dr., Santa Barbara, Calif. Clients include Penta Laboratories (electronic transmission tubes), Strauss Piano Co. and Seaside Hotel, all Santa Barbara.

Claire Koren, media timebuyer, Western Adv. Agency, L. A., moves to Mort Goodman Adv., Hollywood, as media department staff member.

Roy C. Lochten, media director, Arndt, Preston, Chapin, Lamb & Keen, Phila., has been named to firm's operating committee.

William Belvin, formerly with Waldie & Briggs, Chicago, joins Robertson, Buckley & Gotsch Inc., same city, as copywriter.

Joe Sacco, copy dept., Biow Co., N. Y., joins William Esty Co., same city, in similar capacity.

John McCorkle, timebuyer, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., joins CBS Radio Spot Sales, same city, as account executive, effective Nov. 29.

Margot Mallory, director of advertising and publicity, Cole of California, L. A. swim and sportswear manufacturer, elected honorary vice president, Gamma Alpha Chi, national advertising fraternity.

William R. Groome, assistant advertising manager, Diamond Match Co., N. Y., and **Malcolm Oakford,** Dancer-Fitzgerald-Sample, same city, to Ted Bates & Co., N. Y., as account executives.

Robert I. Ban, formerly with McCann-Erickson Inc., N. Y., to Klau-Van Pietersom-Dunlap, Milwaukee, as account executive.

Allen A. Brinker, Nathan Fein Adv., N. Y., to The Wexton Co., same city, as account

THE *Ohio Story*, dramatic recreations of Ohio's history and achievements and sponsored by the Ohio Bell Telephone Co., has moved to WTAM Cleveland after previously being heard on other local outlets. At the opening show on WTAM are (l to r): Johnny Andrews, *Morning Bandwagon* emcee; Art Oldham, McCann-Erickson account executive; John Heiskel, Ohio Bell general advertising manager; Lloyd E. Yoder, WTAM-WNBK (TV) general manager; John Greene, Ohio Bell president, and Lawrence Evert, Ohio Bell assistant vice president.

executive and assistant director of merchandising on national accounts.

Sam Petok, public relations office, Chrysler Corp., Detroit, to New York to head new office there on 56th floor, Chrysler Bldg., 405 Lexington Ave.

Harold J. Ackley, assistant advertising manager, product advertising, Sunkist Growers Inc., L. A., named advertising and sales promotion manager, with headquarters in Ontario, Calif.

John David Held, Ketchum, MacLeod & Grove, Pittsburgh, to Calkins & Holden, N. Y., as radio-tv producer-director.

Kieth Mathers, assistant program manager and film director, WKY-TV Oklahoma City, named radio-tv director, Lowe Runkle Co., same city.

Lloyd Hefford to Kenyon & Eckhardt, Toronto, as radio-tv director.

Michael Jackson to Wm. Orr & Co., Toronto, as radio director.

Lawrence H. Rubin, formerly service manager, Buchen Co., Chicago, appointed production manager, Rutledge & Lilienfeld, same city.

Howard F. Smith, administrative assistant to treasurer, Universal-International Pictures Inc., Studio City, Calif., to BBDO, L.A., as research director.

Jenny Southan to Walsh Adv. Agency, Toronto, as radio-tv timebuyer.

Ray S. Dau, account executive, Buchen Co., Chicago, to Norge Div. of Borg-Warner Corp., same city, as assistant to director of advertising.

Don L. Watkins, manager, Pocatello, Idaho, office, Cooper & Crowe Adv. Agency, Salt Lake City, buys Pocatello office and forms Don Watkins Adv., with **S. D. Lowder** as art director; **Jim Tyne,** account executive, and **Gilma Martinson,** production manager.

Gregory Paul, formerly with Tandy Adv. Co., Toronto, to tv section, F. H. Hayhurst Adv. Agency, same city.

Richard J. Winkler, copy director, Warner & Assoc., St. Louis, to copy-service staff, Krupnick & Assoc., same city.

Robert I. Elliot, promotion copy chief, CBS-TV, to creative staff, Ruthrauff & Ryan, N. Y.

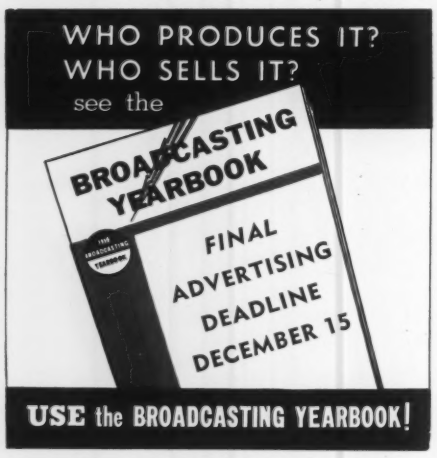
James W. Loughran, national advertising and merchandising director, Tasti-Diet Foods Inc., Stockton, Calif., to sales promotion dept., Erwin, Wasey & Co., L. A.

Mort Sinow, owner, Hollywood advertising agency, named West Coast representative of Sherwin Robert Rodgers Agency, Chicago, with offices at 8506 Sunset Blvd.; telephone: Crestview 6-3860.

Paul Wallach, free-lance publicist, Hollywood, to Last Frontier Hotel, Las Vegas, Nev., as resident publicist, succeeding **Harvey Diederich,** who moves to Robinson-Hannagan Assoc. (public relations), as Nassau, Bahamas, representative.

James C. Morgan, vice president in charge of tv, Raymond R. Morgan Co., Hollywood, and producer, KHJ-TV Los Angeles *Queen for a Day*, relinquishes latter post to concentrate on firm's expanding tv projects; **Howard Blake,** tv producer, Hollywood, assumes similar *Queen for a Day* duties.

Harry E. Nickelson, Nielsen Food-Drug Index, elected vice president, A. C. Nielsen Co., Chicago.



MCA Nears Acquisition Of UTP Film Catalogue

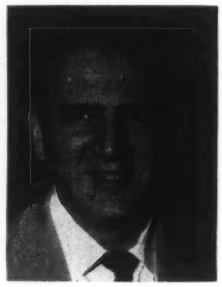
Parties are negotiating for the right price. Deal should be settled in next fortnight.

ARRIVAL at the right price is the only factor holding up the deal for Music Corp. of America to acquire United Television Programs' catalogue of tv film shows [B•T, Nov. 15], according to a UTP spokesman in Hollywood. The proposed purchase, which, he added, will be settled one way or another by next week, will give MCA more tv film product than any other film syndication outfit. UTP recently announced over $10 million will be represented in its catalogue for 1955.

Jack Gross and Phil Krasne reportedly have added over $6 million in tv film product since their purchase of the remaining two-thirds interest in UTP over a year ago, which for "over a quarter of a million dollars" made them sole owners [B•T, Oct. 5, 1953]. Messrs. Gross and Krasne, it is understood, want to concentrate solely on production. Currently filming are *Lone Wolf, Mayor of the Town* (in association with Rawlins-Grant) and NBC-TV's *Big Town*. Upcoming is an O. Henry anthology series.

Menkin Appointed Director Of Programs at Guild Films

APPOINTMENT of Lawrence Menkin as director of programs for Guild Films Co., New York, was announced last week by Reub Kaufman, president of Guild Films. Mr. Menkin resigned recently as program director of WOR-TV New York [B•T, Nov. 8].

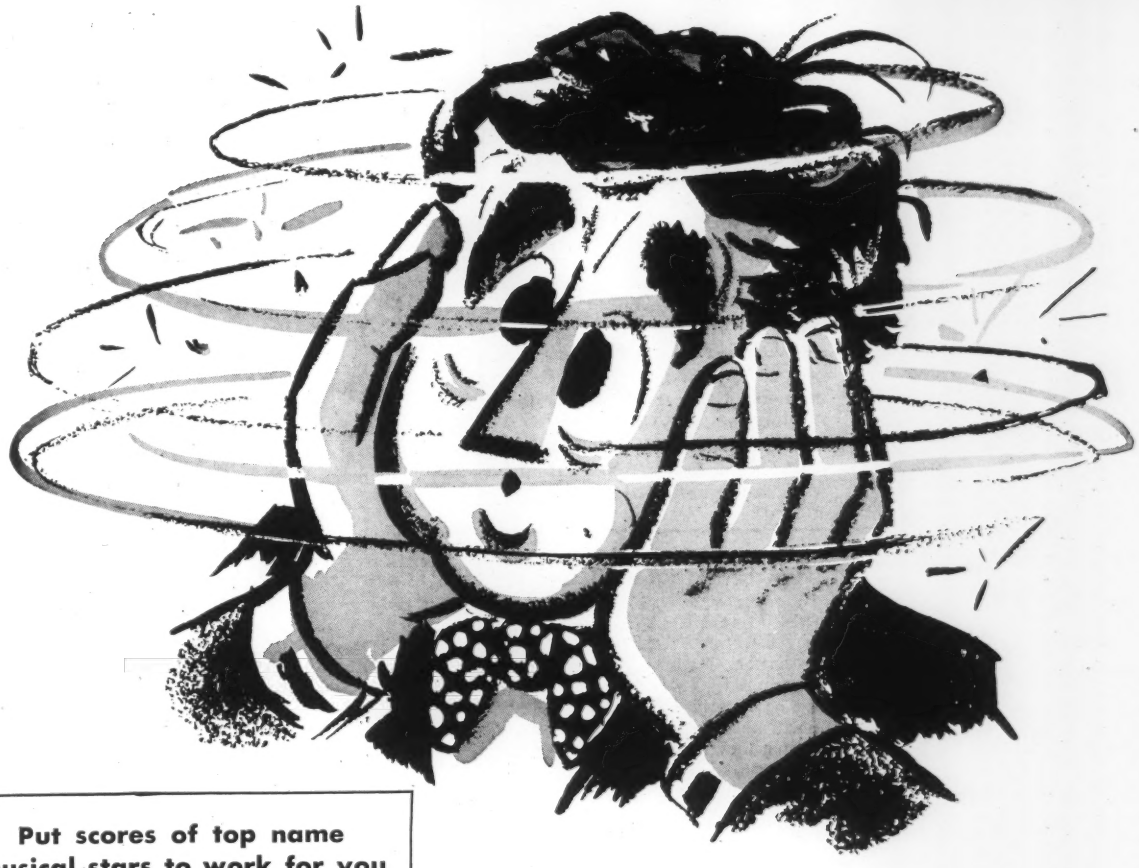


MR. MENKIN

Mr. Menkin will supervise all of Guild Films' expanded program activities. The company currently produces *Liberace, Life With Elizabeth, Joe Palooka, Florian Zabach* and *Frankie Laine* programs, and is scheduled to produce new shows, including *The Goldbergs, Confidential File, Bride and Groom, Dr. Norman Vincent Peale, Connie Haines* and *It's Fun to Reduce*. Mr. Menkin also will create and develop new programs and serve as program liaison official with Vitapix stations. Guild recently effected a working agreement with Vitapix [B•T, Oct. 25].

Mr. Menkin, who has won honors for the "creative originality" of his television programs, began his broadcasting career as a writer with WLW Cincinnati, and has served CBS, NBC, DuMont, Ziv and the Office of War Information in various capacities.

Mr. Kaufman, who noted that the appointment of Mr. Menkin was part of an expansion program at Guild Films, also announced that the company has signed a 10-year lease for occupancy of the entire third floor at 460 Park Ave., New York. The transaction, which is said to involve $750,000 rental over a 10-year period, will give Guild Films more than 17,000 square feet of operating space. The company expects to be moved into its new quarters by mid-January 1955.



Put scores of top name musical stars to work for you

RALPH FLANAGAN

PEGGY LEE

NAT "KING" COLE

JUNE VALLI

LES BROWN

SUNNY GALE

To a TV sponsor who's going in circles

If rising production costs have got you in a spin, Studio Telescriptions offer you the miracle selling power of top name musical artists at an unbelievably low cost.

Throughout the country, stations in leading markets now offer programs built with Studio Telescriptions . . . the country's leading talent performing America's favorite music in hundreds of sparkling production numbers.

Check your markets for Studio Telescription programs and spot availabilities. Find out today how these high audience shows can help you get the most from your advertising dollars.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

TPA Fields Two-Platoon System for Sales

TELEVISION Programs of America announced last week it has created television's "first two-platoon division sales-manager system" and has appointed three sales executives to serve as the "alter egos" of the regular division managers in the three areas.

In explaining details of the new plan, Michael Sillerman, executive vice president, said the new men will be "readily available to move into any market which TPA's sales staff cannot visit, be able to expedite local sales and serve in other capacities for the regional sales head." Mr. Sillerman noted that the recent expansion program has raised TPA's sales staff to 48 and present plans are to build the staff to 80 before September 1955.

Appointed as spot division manager for the Far West with headquarters in Los Angeles is Wade Crosby, who joined TPA in October 1953 as a representative in the Northwest; spot division manager for the Midwest with headquarters in Chicago is Robert H. Leler, most recently general manager of the Fleetwood Co. and formerly with the Atomic Energy Commission, and spot division manager for the East Coast, located in Boston, is Charles E. Denney Jr., formerly a sales executive for the Western Division of ABC-TV.

TPA's regular division managers are Bruce Eells, West Coast; Robert Hoffman, Midwest, and Hardie Krieberg, East Coast.

'LONE RANGER' PLANS STEPPED-UP PROMOTION

Agency, advertiser and networks meet in New York to discuss increased merchandising campaign which includes February 'anniversary' show on ABC-TV and CBS-TV.

ADVERTISER, agency and networks held target practice last week in New York on plans for a stepped-up promotion and merchandising campaign for *The Lone Ranger*, who has been riding the range on radio for nearly 22 years.

The program, sponsored in its long history by General Mills, is heard thrice weekly on ABC Radio (and weekly on 15 stations in Canada), and seen weekly on two different tv networks (ABC-TV and CBS-TV).

Gordon Johnson of Dancer-Fitzgerald-Sample, New York, the agency which handles the account, disclosed plans in the making for an hour-long film, tracing the masked-man's history, to be telecast in February on ABC-TV and CBS-TV as an "anniversary" show, sponsored by General Mills. The agency currently is working on station clearance and final agreement with advertisers whose time periods would be affected.

A dinner-cocktail party at the Hotel New Yorker—where merchandising and promotion displays were exhibited—featured talks by Mr. Johnson and Jack Wrather, Texas industrialist and broadcast station owner who, along with associates, acquired the Lone Ranger property in September for a reported $3 million.

The program now claims an audience of nearly 40 million, of which 33 million are said to be tv viewers. It also claims to have a 55% adult and 45% juvenile audience.

Mr. Wrather said he and his associates plan to "take advantage of the property's potential" and will begin a "big promotional push" in 1955. Also attending the dinner party was Mrs. Maria Helen Alvarez, a stockholder in Mr. Wrather's KFMB-AM-TV San Diego holding (he also is permittee for uhf WJDW (TV) Boston, not yet on the air).

With radio and tv programming the backbone of the Lone Ranger property, plans encompass increased listening and viewing as well as greater merchandising and promotion of its associated enterprises—comic books, novels, comic strips, accessories and recordings.

Writers Sue Leven, Rockhill

SUIT for $2,501.50 has been filed in Beverly Hills Municipal Court against Edward Leven and Rockhill Productions Inc. by Hollywood tv writers Nathan P. Monaster and Arthur Alsberg.

The plaintiffs claim that a $2,500 check, made out to them as an advance payment for tv film scripts they were to write for a series starring Claudette Colbert, was not honored because Mr. Leven's signature on the Rockhill account was unauthorized.

A proposed sponsorship on NBC-TV by Toni Co. fell through in August when the star reportedly refused to do the commercials. The pilot film has since been acquired for syndication by United Television Programs.

Film Council Adds Lab V.P.

MAIL REFERENDUM of members of the National Television Film Council has approved an amendment under which the number of officers will be increased from ten to eleven to include a vice president in charge of the laboratories division of the trade organization, Melvin L. Gold, NTFC president, has announced.

Mr. Gold said the suggestion for a laboratories vice president had been made because the advent of color tv has brought into the organization many representatives of laboratories and film manufacturers. Among the duties of a laboratories vice president will be advising NTFC on improvement in service, quality and handling of films for television.

FILM SALES

Sterling Television Co., N. Y., reported during September and October it completed sales of 41 different shows to 128 stations across country. Included were five sales on Sterling's new *Little Show* and 16 on cartoon series.

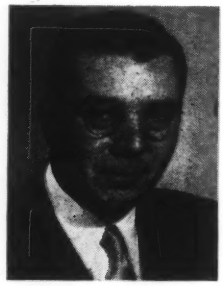
FILM DISTRIBUTION

Reichhold Chemicals Inc., White Plains, N. Y., is offering for tv "A New World of Chemistry," 27-minute dramatic film depicting manufacture of synthetic resins and their applications to daily life, available in color or black-and-white.

George Bagnall & Assoc.-DBA Consolidated Television Sales, Beverly Hills, Calif., has announced availability for television distribution new 15-minute program, *Here's a Show for the Ladies*. Series, produced by Zahler Films Inc., L. A., features Elizabeth Chapin, home economist, giving tips on sewing.

FILM PEOPLE

Herbert H. Rabke, formerly general manager, Harry B. Cohen Adv., N. Y., appointed secretary-treasurer, Transfilm Inc., same city.



MR. RABKE

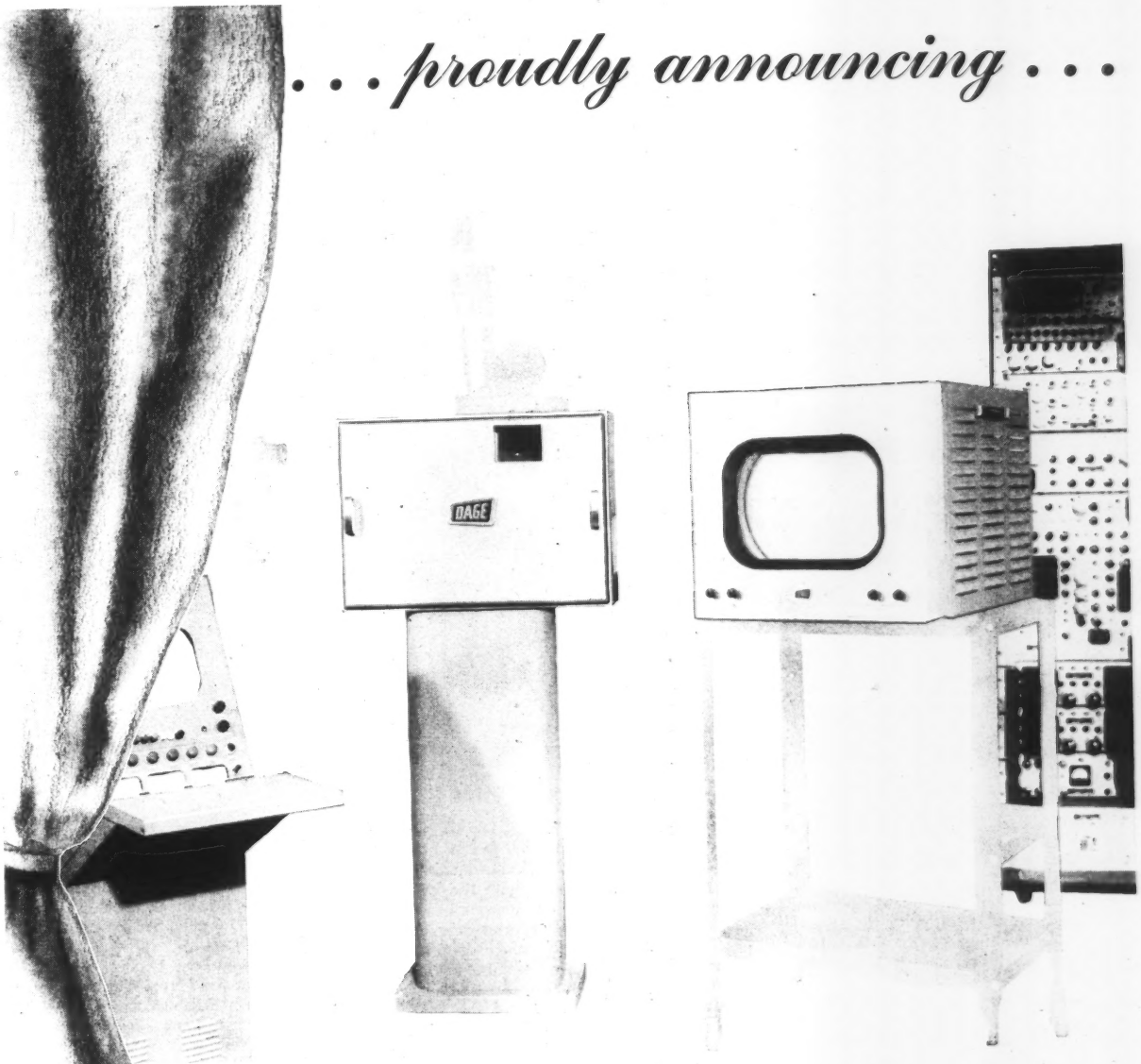
Peter Crawford, Diamond Match Co., N. Y., **Frank Speigleman,** account executive, Walter Schwimmer Productions, Chicago, and **Richard B. Ullman** to national sales staff, Richard H. Ullman Inc., Buffalo, N. Y., headquartering in Atlanta, Buffalo and Detroit, respectively.

Robert Costello, associate producer, Talent Assoc. Ltd. (film production), N. Y., elected vice president.

S. Alex MacKay, formerly Ontario manager, Associated Screen News Ltd., Toronto, to International Productions, Toronto, as general manager, also acting as tv and film production consultant for Foster Adv. Co., Toronto.

JON HALL, star of *Ramar of the Jungle*, confers in New York with officials of Television Programs of America, producers of the tv series. Present are (l to r): Kurt Blumberg, assistant vice president; Michael M. Sillerman, executive vice president; Peter Zanphir, TPA advertising consultant; Charles Goit, account executive; Mr. Hall; Stretch Adler, Kenneth Joseph and Ken Fay, account executives, and Jerome B. Capp, exploitation manager.

. . . *proudly announcing* . . .



A Color Television System for Film Reproduction

It is our pleasure to present a complete line of Color Television Equipment with excellent color fidelity . . . and surprisingly low in cost. Write Dage today for details.

DAGE

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA

BAB (SOON TO BE RAB) APPROVES $720,000 BUDGET; BAUDINO ELECTED

Name will be Radio Advertising Bureau as of Jan. 1. Westinghouse Broadcasting vice president succeeds Charles Caley of WMBD as chairman of the board; Kevin B. Sweeney re-elected president.

BROADCAST Advertising Bureau will become the Radio Advertising Bureau and launch an expanded program of radio promotion activities on Jan. 1 under a $720,000 annual budget approved by the board of directors last week.

Joseph E. Baudino, executive vice president of Westinghouse Broadcasting Co., was elected chairman of the BAB (RAB) Board, and Kevin B. Sweeney was re-elected president. Kenyon Brown, KWFT Wichita Falls, was named to the executive committee chairmanship, generally regarded as stepping-stone to board chairmanship, and John S. Hayes, WTOP Washington, was named chairman of the finance committee. William B. McGrath, WHDH Boston, was elected secretary, and Donald W. Thornburgh, WCAU Philadelphia, was named treasurer. William L. Morrison was re-elected assistant secretary-treasurer.

MR. BAUDINO

MR. BROWN

MR. HAYES

MR. SWEENEY

Other key features of the board meeting, held in New York Tuesday following the annual BAB membership meeting at which five new directors were elected and 24 re-elected, included:

• Plans for greater "personalization" of BAB's station services, through a vastly expanded schedule of both area sales clinics and community sales meetings.

• Increases in BAB membership dues, amounting to about 33 1/3% over a three-year period starting in 1956 and expected to push the RAB budget "very close" to $1 million that year.

• Allocation of up to $50,000 as a starter toward financing, probably with the radio networks also contributing, one or more "major research jobs" similar to the recent ARF-Politz radio and tv set census underwritten by BAB and the networks [B•T, Sept. 27].

• Decision to stage a two-day radio advertising conference in New York next October with advertisers and agencies playing a major role, plus acceptance of NARTB's invitation to participate in the NARTB annual convention again by providing a radio sales day.

The $720,000 budget for 1955, largest BAB has had and comparing to $687,000 set aside for the current fiscal year, was authorized coincident with a change in the corporation's fiscal year to put it on a January-December rather than April-March basis. President Sweeney projected BAB's income to $800,000 before summer and outlined five principal objectives to be accomplished with the increased allocation.

The five objectives: the greater "personalization" of service to stations; more specific "how to use" information for members; the new "major research job," plans for which are expected to be set by the first of the year with an eye to getting field work started in the spring; an increase in the number of specific presentations to national advertisers, and expansion of membership.

The change in name to Radio Advertising Bureau Inc., long planned [CLOSED CIRCUIT, July 12], was designed "to more clearly identify the organization with radio." It will also help to avoid confusion with the new Television Bureau of Advertising (TvB), which goes into operation Dec. 1.

The expanded sales clinic and community meeting plans, based on the idea of "bringing the meetings to the members rather than the members to the meetings," call for sales clinics at least once in 76 cities and in 26 of these cities at least twice during 1955. They also call for sales committee activities, under which all BAB member stations in a community jointly solicit business from non-radio advertisers, to be expanded from 24 cities to 68, with time spent by BAB executive personnel in such cities to be extended to as much as five days in major markets.

The new schedule of clinics provides for BAB to conduct 10 a month for 10 months of the year, meeting at least once in every city where there are three or more members. Mr. Sweeney said this would save thousands of dollars of travel expense in every state and permit participation by hundreds of salesmen who have not been able to travel to distant meetings.

The new dues structure increases the contributions of networks, station representatives and associate members, and sets up a uniform structure for stations, all effective Jan. 1, 1956. Officials said the increase amounted to about one-third but pointed out it takes effect in three annual stages, starting a year from now.

Charles C. Caley of WMBD Peoria, retiring board chairman and saluted by his fellow members for "outstanding and devoted service" in that post for more than two and a half years, estimated that "the increased funds which will result from this new dues structure will assure the RAB Inc. of a budget very close to a million dollars in 1956."

The board also heard Mr. Thornburgh, as chairman of the plans committee, report on his committee's efforts to help management develop detailed plans for coping with such radio problems as speeding up set sales, simplification of stations' internal sales procedures, and development of more effective presentations versus other media.

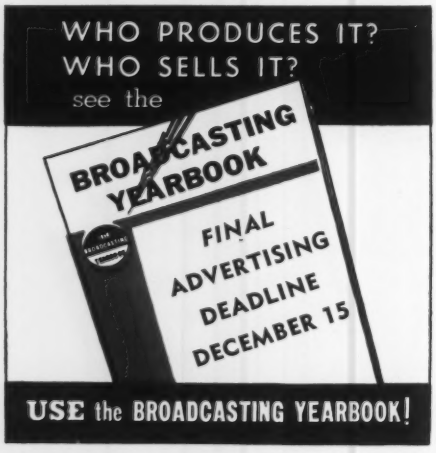
The newly-elected board chairman, Mr. Baudino, and other new officers will take over effective Jan. 1. Retiring Chairman Caley continues on the board, but three members are retiring as directors: Robert D. Swezey of WDSU New Orleans, described as one of the "fathers" of BAB; Martin Campbell, WFAA Dallas, and H. Preston Peters, Free & Peters.

New members named to the board in the membership meeting were:

J. Elroy McCaw, whose interests include WINS New York and KYA San Francisco; Ralph J. McElroy, KWWL Waterloo, Iowa; Frank P. Schreiber, WGN Chicago; A. E. Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co.

Re-elected to the board for one year, in addition to new chairman Baudino, retiring chairman Caley, President Sweeney, and Messrs. Brown, Hayes, McGrath, and Thornburgh, were the following:

Charles T. Ayres, ABC; John P. Blair, John Blair & Co.; John C. Cohan, KSBW Salinas; Robert E. Dunville, WLW Cincinnati; William H. Fineshriber Jr., NBC; Simon Goldman, WJTN Jamestown, N. Y.; George J. Higgins, KMBC Kansas City; Ward D. Ingrim, KHJ Los Angeles; Edgar Kobak, WTWA Thomson, Ga.; Howard Lane, KOIN Portland, Ore.; James H. Moore, WSLS Roanoke; Adrian Murphy, CBS Radio; John F. Patt, WJR Detroit; William B. Quarton, WMT Cedar Rapids; Robert A. Schmid, Mutual; George B. Storer, Storer Broadcasting Co., and Allen M. Woodall, WDAK Columbus, Ga.



WAITE TO HEAD SIGMA DELTA CHI

ALDEN C. WAITE, president of Southern California Associated Newspapers (Copley Press, KCOP-TV), Los Angeles, last week assumed presidency of Sigma Delta Chi, national journalistic fraternity which embraces radio and television newsmen in its 22,500 membership.

Mr. Waite was elected to succeed Robert U. Brown, president and editor of *Editor & Publisher*, at the closing session Nov. 13 of the fraternity's 45th anniversary convention in Columbus, Ohio. Mr. Brown automatically became chairman of the Executive Council.

Roy W. Howard, chairman of Scripps-Howard (WCPO-AM-TV Cincinnati; WEWS (TV) Cleveland; WNOX Knoxville, WMC-WMCT (TV) Memphis) was elected honorary president for the ensuing year. He succeeds John Cowles, president of the *Minneapolis Star* and *Tribune* and chairman of the Cowles Broadcasting Co. (KRNT-AM-FM Des Moines [ini-

The Lohmillers unpack a broiler-cooker, their 23rd electric appliance (not counting lights).

WHAT'S HAPPENED TO THE U.S. FAMILY IN THE "ELECTRIC AGE"?

They use 3 times as much electricity—and pay less per kilowatt-hour for it

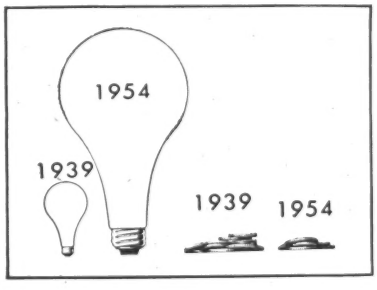
Since the Lyle Lohmillers of Milwaukee were married in 1939, family living has undergone a great change – in everything from housework to entertainment.

The Lohmillers, a typical U. S. family, have moved into the "electric age." A measure of their change – they are using 3 times as much electricity today.

One reason is that electricity does more jobs for them. And the price is lower – the average family pays *less* per kilowatt-hour than in 1939. Another reason – there's more of it. The electric light and power companies provide *3 times as much* electricity. They are building new power plants and dams and lines all over the country ($10 billion worth) to keep well ahead of growing needs.

What's coming? Still more electricity-at-work for the Lohmillers, and for everybody. Electric companies will add half again as much by 1960!

In spite of this abundance, some people still propose that the federal government build electric projects all over the nation—at the taxpayers' expense, of course—even if it means waste and the threat of socialism.



MORE ELECTRICITY—LOWER PRICE. Bulbs show how supply of electricity has been tripled. Coins show how the average price per kilowatt-hour has dropped for U. S. families.

***You can help avoid such waste and extravagance by encouraging Congress to resist the pressure for unnecessary government power projects. The country's electric needs can be met by America's* ELECTRIC LIGHT AND POWER COMPANIES*.**

**Names on request from this magazine*

"YOU ARE THERE"—CBS television—witness history's great events

tial decision favoring grant of ch. 8]; WNAX Yankton, S. D., KVTV (TV) Sioux City, and 47% of WCCO-AM-TV Minneapolis).

Other officers elected were Mason R. Smith, editor and publisher of the *Tribune Press*, Gouverneur, N. Y., vice president for professional chapter affairs; Ed J. Dooley, managing editor, *Denver Post*, vice president for expansion; Alvin E. Austin, head, journalism department, U. of North Dakota, re-elected vice president of undergraduate affairs; Bernard Kilgore, president, *Wall Street Journal*, re-elected treasurer; Sol Taishoff, editor and publisher, B•T, secretary.

Members of the Executive Council in addition to the officers are John W. Colt, managing editor, *Kansas City Star* (WDAF-AM-TV); James A. Byron, news director, WBAP-AM-TV Fort Worth (both re-elected); Robert Cavagnaro, West Coast executive, Associated Press; Dale R. Spencer, U. of Missouri (KOMU [TV]) Columbia, and Ken Clayton, promotion department, *Chicago Tribune* (WGN-AM-TV).

Chicago was selected for the 1955 convention during November. An invitation from Louisville for the 1956 convention was accepted by the Executive Council at its post meeting session, Sunday, Nov. 14.

The Executive Council also instructed its committee to study possible awards for undergraduates to continue the project during the ensuing year. The committee had recommended three awards to individual undergraduates covering radio reporting, radio or television newswriting or commentary and public service in radio journalism.

Newsmen Back Access Bill

BILL designed to promote freedom of information, scheduled for introduction in the next session of the Indiana Legislature, will be supported by the Indiana Radio-Tv Newsmen, the group decided at a Nov. 14 meeting held in Indianapolis. The bill would permit recording for broadcast of all public sessions of governmental agencies and committees in the state. Gov. George N. Craig has indicated he would sign the measure if it passed.

CALL TO ACTION SOUNDED BY FELLOWS TO PREVENT RADIO-TV NEWS CENSORSHIP

NARTB president, at the RTNDA convention, defines censorship and calls for continued broadcaster vigilance. Paul White, executive editor of KFMB-AM-TV San Diego, scores limitations on broadcast access to news events.

NARTB President Harold E. Fellows last Thursday sounded a clarion call for radio-tv news executives to join in an industry-wide cooperative effort designed to spot symptoms of the "creeping paralysis of censorship" at the community level.

At the same time Mr. Fellows:

• Related plans for asking NARTB's Freedom of Information Committee to reshape its course of action to include participation by the Radio-Television News Directors Assn. He was slated to make the recommendation Friday at a committee meeting in New York.

• Reported on a movement looking toward re-evaluation on Canon 35 by NARTB, an American Bar Assn. committee and representatives of the American Newspaper Publishers Assn. and American Society of Newspaper Editors.

• Scored the "arbitrary action" of Sen. Arthur V. Watkins' (R-Utah) committee in closing its doors to radio-tv coverage of its sessions.

Mr. Fellows addressed a luncheon session of the Radio-Television News Directors Assn. annual convention at the Sheraton Hotel in Chicago last Thursday. He spoke on "The Final Freedom."

Radio and tv news editors, directors and broadcasters from throughout the country attended the three-day conclave, keynoted with a talk Thursday morning by Paul W. White, executive editor, KFMB-AM-TV San Diego, Calif. He also scored limitations on broadcast access to news events.

Mr. Fellows played a return engagement, having addressed the RTNDA convention last week. Response of RTNDA delegates to his speech was enthusiastic.

He noted a "kind of political myopia" by many public officials this past election year, with respect "to the television lens," and a "befuddlement" about the function of electronic media by those directly engaged in the conduct of legislative hearings.

"We in broadcasting, it seems to me, can gaze with some pride upon the organized militancy with which our industry met the efforts that might throttle its opportunity to grow and expand in the news field," the NARTB president observed.

He remarked that a telecast of a recent Presidential Cabinet meeting gave the people an insight into the activity of the executive family, whatever the political implications, and was "a contribution to the cause for which we struggle—equal access to the news." He noted sentiment for such broadcasts and telecasts on a monthly basis.

Arbitrary Notion

By contrast, Mr. Fellows continued, the Watkins committee took negative action that grew "out of an arbitrary notion . . . that the people should be permitted to peek at public events but perhaps not to look at them." Despite the flood of protests—telegrams, air editorials and other modes—the committee held fast to its original decision, he pointed out. "We made a good record of protest but not a good record of accomplishment," Mr. Fellows observed.

The NARTB president defined censorship as "any action which denies a public medium an opportunity to publish or broadcast that which it has a right to publish or broadcast. He cited the New York State law banning radio microphones and tv cameras in courtrooms as a "limitation," and the American Bar Assn.'s Canon 35 as censorship "in a sense."

He also felt it a form of censorship that a municipality or state, by legislation or regulation, would stipulate that a public medium could not air advertising of a legal product available to other competitive public media. He suggested that if such authority does exist, it should be questioned.

These few examples of censorship, Mr. Fellows continued, point up the "need for continued militant vigilance on the part of broadcasters," and particularly by professional people like members of the RTNDA. He asserted:

"Against the growing tendency toward policing the industry in this area of news broadcasting, as I say, we have taken sturdy action in the form of protestation. The time has come, however, when this is not enough. The time has come when we must organize ourselves as a positive force in anticipation of such further efforts as may arise, and find reasonable ways to prevent before the need for cure arises."

Mr. Fellows said he suggested to the ABA that RTNDA be included in any representation on discussions over Canon 35. He noted that while ABA took the initiative on this matter, broadcasters should assume it "in other areas where censorship or the threat of censorship exists—at all levels of government and at all levels of professional self-regulation. Mr. Fellows urged that all freedom of information committees should join forces and establish better liaison, perhaps holding joint meetings,

AT A RECENT Southern California Broadcasters Assn. meeting, where use of radio by real estate brokers and home builders was discussed, Stanley Spero (l), sales manager, KMPC Hollywood and SCBA sales committee chairman, listens to the three panel speakers of the day (l to r): Andrew Carpenter, vice president, Dan B. Miner Co., Los Angeles; Claude B. Leach Jr., owner of a Long Beach, Calif., advertising agency, and George Stiller, partner, Stiller-Rouse Advertising, Los Angeles.

A pair of aces back to back...

and theytu

Monday throughF

on the CBSR

Two of the biggest drawing cards in show business are now back to back on CBS Radio five nights a week:

THE BING CROSBY SHOW at 9:15 pm EST—fifteen minutes of songs and talk by a man with apparently no limitations whatever. Even with his feet on the desk, he can sing rings around just about everybody, and his interests (and guests) have the same wide range as his voice. Followed by:

THE AMOS 'N' ANDY MUSIC HALL at 9:30 pm EST—practically a full half-hour (there's the news at 9:55) with America's classic comedy team, now holding a musical court with their guests, in the Mystic Knights of the Sea Lodge—George "Kingfish" Stevens, proprietor.

Together, these shows are exactly what people want from radio this time of the evening . . . something relaxed and informal, to keep them company whatever they're doing, wherever they happen to be. Out in the kitchen. Upstairs. In the living room, workshop, car.

Scheduled back to back, Bing and Amos 'n' Andy build audiences for each other. And scheduled five nights a week, they *accumulate* audiences quickly. So these shows also fit in perfectly with what more and more advertisers want from radio: vast numbers of different people to talk to, at costs that make good sense.

yturn up every

nFriday night

SRadio Network

You Can Make a MINT in FLINT!

THE BIG MONEY MAKER IS "RECORDS with ROCKWELL"

Voted Flint's No. 1 Disc Jockey!

What a selling combination! The most popular radio station in Flint and Flint's best-loved, most-listened-to disc jockey . . . Jim Rockwell! Nothing could be sweeter to lure business your way in Michigan's 2nd biggest income city. Folks just naturally tune to WKMF . . . Flint's only 24 hour station devoted exclusively to News, Music and Sports.

So, put your ad dollars where the listeners are!
"RECORDS WITH ROCKWELL"
is covering Flint's billion-dollar market like a tent!

WKMF—Flint . . .
WKMH—Dearborn-Detroit . . .
WKHM—Jackson

is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because *everybody* likes News, Music and Sports!

WKMF

Flint, Michigan

Frederick A. Knorr, *Pres.*
Eldon Garner, *Mg. Director*
Represented by HEADLEY-REED

and that other media should be encouraged to take part.

He expressed hope that news directors throughout the nation become "volunteers" in spotting the early symptoms of censorship, whether manifested in state legislative sessions, city council proposals or in the utterances of public officials and members of professional societies. Amalgamation of strength at the national level should be duplicated in the states as well, he suggested. Mr. Fellows also recommended that radio-tv news executives "seek out" chances to appear before public gatherings and expound the broadcaster's capacity and right to disseminate news, and to take steps to discuss the principle of radio-tv coverage with those who have "some misgivings."

He stressed that claims for equal access to coverage should not be based on "competitive

MR. FELLOWS MR. WHITE

advantage" but should take into account fairness, integrity and special responsibilities of broadcasting. In the case of television, he emphasized, "wider effort should be made to demonstrate the fact that television need not upset the decorum of an investigative or judicial proceeding." Mr. Fellows expressed confidence that broadcasters would not press the equal access issue if it could be shown that such coverage "would jeopardize fair trial or mitigate the effectiveness of a legislature's inquiry."

Mr. White told RTNDA delegates that "television news is getting better and better" and is becoming more important in local production, while radio "retains its superiority in speed" but in some cases is passing up intensive local coverage. He felt, however, that tv is "still too delimited in what it's permitted to cover" and that radio is apt to predominate in news indefinitely.

Mr. White scored NCAA's limitations on football tv as a "reprehensible restriction" and said public demand will force it to mend its ways.

Mr. White called on RTNDA delegates to empower their president "to voice his protest against any discrimination toward either television or radio." He termed this "the hour of crisis" for survival of RTNDA and said it needs "strong and even crusading leadership."

The afternoon session Thursday was devoted to radio workshop discussions, with Phil Von Ladeau, A. C. Nielsen Co., as speaker. The tv workshop was held Friday along with a general business session and election of officers. Participating in the panel were Francis McCall, NBC; Ralph Renick, WTVJ (TV) Miami, Fla., and James Byron, outgoing RTNDA president.

The "sponsor's viewpoint" on news was scheduled for Saturday with speakers including Dave Anderson, Standard Oil Co.; James Luce, J. Walter Thompson Co., and Charles Harding II, Buchanan-Thomas.

Sig Mickelson, CBS vice president, was to address the Saturday evening banquet on air editorializing and censorship.

AD COUNCIL TURNS GUNS ON DELINQUENCY, SLUMS

Plans for 15 campaigns for 1955, to be handled by $100 million in advertising facilities, announced at first Advertising Council Day in New York.

AS PART of its activities marking the first annual Advertising Council Day, the Council voted last Wednesday to allocate part of its $100-million-a-year advertising facilities to help alleviate two of the nation's most critical problems—juvenile delinquency and slum conditions.

Plans for these and 13 other campaigns for 1955 were announced Wednesday night by Council Chairman Stuart Peabody, assistant vice president, The Borden Co., to 650 business leaders who attended a Council dinner at the Waldorf Astoria Hotel in New York. Earlier in the day, the two new campaigns received a vote of acceptance from the Council's Public Policy Committee, a group of 20 distinguished citizens from various professions and fields, headed by Paul G. Hoffman, chairman, The Studebaker-Packard Corp.

Mr. Peabody told dinner guests that by next spring the Council will have nation-wide advertising campaigns underway on radio and television and in newspapers, magazines, car cards and outdoor posters, in which the problems of slum conditions and juvenile delinquency will be described and immediate citizen action recommended. With the addition of these two campaigns, Mr. Peabody said, 15 projects will receive major support from the Advertising Council in 1955. The others are: Better Schools, Future of America, Civil Defense, Community Chests, Crusade for Freedom, Engineers Wanted, (home) Fire Prevention, Forest Fire Prevention, Ground Observer Corps, Red Cross, Religion in American Life, Stop Accidents and U. S. Savings Bonds.

During the dinner, the Council presented its first annual award for public service to Charles E. Wilson, chairman of the executive committee of the board of directors of W. R. Grace & Co. and former head of General Electric Co., for "many years and personal sacrifices in the field of public service." Presentation of the award, an inscribed silver bowl, was made by Charles E. Mortimer, president, General Foods Corp., who is Council director and a former chairman of the board.

Principal dinner speaker was Dag Hammarskjold, secretary-general of the United Nations, who discussed "Why a United Nations?" Henry G. Little, president of Campbell-Ewald Inc., gave a lecture-slide presentation on the importance of public service advertising, titled "No Business Is an Island," in which he paid tribute to all media.

The dinner climaxed a series of all-day meetings at which the industries advisory and public policy committees reviewed and evaluated major campaigns currently on the Council dockets, heard presentations on the two new projects, and formulated plans for 1955. Both committees joined the Council's board of directors for a luncheon meeting, at which James Webb Young, senior consultant to J. Walter Thompson Co. and a Council director, was guest speaker.

RETMA-U. of Pa. Symposium

PROGRESS in use of printed circuits in electronic equipment will be reviewed at a symposium to be held Jan. 20-21 at the U. of Pennsylvania, Philadelphia, under auspices of the Engineering Dept. of the Radio-Electronics-Tv Mfrs. Assn. Donald W. Cottle, General Electric Co., is in charge of the program. Taking part in the symposium will be the professional group on production techniques of the Institute of Radio Engineers.

FIRST ANNUAL Ad Council Day observance Nov. 17 saw this mahogany plaque, replica of the Advertising Council seal, presented to Council President Theodore S. Repplier by a committee representing the campaign funds which annually benefit from the group's programs. Present at the ceremony (l to r): Richard Reuter, CARE deputy executive director; Henry Toy, executive director of the National Citizens Commission for the Public Schools; Mr. Repplier, and Morton Sontheimer, assistant to the president of the American Heritage Foundation.

PLANS for participation in National Advertising Week, Feb. 13-19, by the Advertising Federation of America were formulated by these AFA committeemen at a recent New York meeting (l to r): front row, Committee Chairman J. L. Van Volkenburg, CBS-TV president; Roger Pryor, vice president, Foote, Cone & Belding and head of the task force committee for the agency; Otis Winegar, FC&B vice president; Elon G. Borton, AFA president; second row, Tom Ragland Jr., WMBQ Memphis; John Yeck, Yeck & Yeck, Dayton, Ohio; Dick Messner, Marbridge Printing Co., New York; Richard Geismar, DuMont Tv Network; back row, Howard Abrahams, National Retail Dry Goods Assn.; Fred Westin, Public Utilities Adv. Assn. president, and Jim Proud, assistant to the president, AFA.

NCAA'S GRID HOLD MAY BE BROKEN IN '55

Feeling among college and broadcast officials is that next year will be one of decision. NARTB Sports Committee meets, feels out problem.

ALTHOUGH leaders of the National Collegiate Athletic Assn.'s controlled tv plan ostensibly are adamant, there's a rekindled feeling that 1955 will be a year of decision for the project.

Evidence continued to pile up last week of a new rebellion in the making among top football universities. The upshot may be an end-run around the association's stand against unlimited—or at least regional—tv broadcast coverage.

Two developments in New York gave indication of (1) an increasing awareness in NCAA ranks that big-time football schools, particularly conference teams, will renew their attacks on the national tv plan with increased vigor, and (2) a feeling among broadcasters that this winter the NCAA tv log-jam at long last may be split wide open.

NCAA football topped the agenda of NARTB's Sports Committee which met Wednesday at the Ambassador Hotel. That same day, Danny Hill, liaison officer for NCAA's tv committee, addressed the Sports Broadcasters Assn. of New York.

While Mr. Hill held to a belief that a large majority of colleges will support NCAA's current policy on tv, he acknowledged "more of a swing" toward regional telecasts than has been prevalent in past years.

Looking to NCAA's January meeting, Mr. Hill predicted much discussion on regional vs. limited tv. But, he said, the policy of "restrictive" television, which the NCAA committee is convinced constitutes the best approach to a college football tv program, will be endorsed.

Thus Mr. Hill echoed the statement made recently by Asa Bushnell, director of the NCAA Tv Committee, that member colleges would not support regional tv or unlimited tv. Mr. Hill asserted that similar sentiment had been voiced to him by most college athletic officials in the country.

Bulk of broadcast talk at the NARTB committee meeting was on NCAA tv. NARTB again in January, when NCAA holds its annual meeting, will send an observer, as yet unnamed.

It was decided at the meeting that George J. Higgins, KMBC Kansas City, committee chairman, would accept an invitation to address the National Assn. of Professional Baseball Leagues' (minors) Houston meeting next Monday. Mr. Higgins will talk on "What Radio Expects from the Minor Leagues."

But what broadcasters can expect from NCAA dominated the discussion. Reference to ABC-TV's difficulty with sponsorship of this year's games—which also underlaid the talk by Mr. Hill—was made in the discussions.

The Sports Committee agreed Mr. Higgins should circulate a letter to broadcaster state associations urging the adoption of individual sports committees to work with schools and teams on the local level.

Seeks Better Understanding

Mr. Higgins' letter to state broadcasting associations will state, in part:

"The Sports Committee of the NARTB, in its brief two years of effort, has done much to encourage understanding between national, amateur and professional athletic groups and the broadcasters—and although progress is slow, we feel the broadcasting industry is moving surely in the direction of better relations with sports authorities.

"This effort could be measurably stepped up by similar activity at the state level. The formation of a Sports Committee in your Association would give us an opportunity to exchange materials, through the facility of 'State Side'—the state association letter published monthly by NARTB. It would enable us also to work in close liaison and would encourage the establishment of uniform policy in industry recommendations in this particularly vital field of broadcasting."

A resolution was adopted by the NARTB group calling for widespread promotion and dissemination of success stories dealing with sports programming and attendant merchandising. It will be transmitted by Chairman Higgins to Broadcast Advertising Bureau (BAB) and Television Bureau of Advertising (TvB). The resolution urges both bureaus to quickly compile statistics and material on sports success stories and circulate the information to their members as well as agencies, representatives and other interested groups.

Networks, stations and NARTB officials were represented at the meeting. Committee members taking part were Wesley Fesler, WDGY Minneapolis; Robert O. Reynolds, KMPC Los Angeles; Ben Strouse, WWDC Washington; Gene Trace, WBBW Youngstown, Ohio; Robert B. Hanna Jr., WRGB (TV) Schenectady; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Don Searle, KOA-TV Denver, and Robert R. Tincher, KVTV (TV) Sioux City. William B. McGrath, WHDH Boston, and D. L. Provost, WBAL Baltimore, were the only members not attending.

Network representatives were Lindsay Nelson, NBC; E. M. (Pete) Johnson, MBS; John Derr, CBS, and Tom McMahon, DuMont. NARTB delegation included Harold E. Fellows, president; John F. Meagher, radio vice president; Howard Bell, assistant to the president; Thad H. Brown, tv vice president and counsel to Tv Board; Robert K. Richards, consultant, and Abiah A. Church, attorney.

Although an invitation was sent to ABC-TV, which currently is telecasting the NCAA's "game of the week" on tv each Saturday, for the network to send a representative to the meeting, it was reported that because of previous commitments connected with the current NCAA schedule, ABC-TV was unable to respond.

Eventual disposition of the NCAA tv weekly football telecasts was scored by sportscasters at the meeting addressed by Mr. Hill. It was noted that since ABC-TV has reported a loss on the series, tv network bids for next season could be expected to be reduced drastically.

Mr. Hill, in answer, said NCAA's main concern was protection of member colleges and

KEY PROBLEMS in sports broadcasting were discussed Wednesday at the New York meeting of the NARTB Sports Committee. Here four committee members hold a sideline discussion (l to r): seated, Robert O. Reynolds, KMPC Los Angeles; Chairman George J. Higgins, KMBC Kansas City; standing, Gene Trace, WBBW Youngstown, Ohio, and Wesley Fesler, WDGY Minneapolis.

PROTECTING YOU IN MORE WAYS THAN YOU KNOW

This ad is appearing nationally. To encourage supplementary home town advertising, the National Board, through State insurance agents' associations, provides mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.

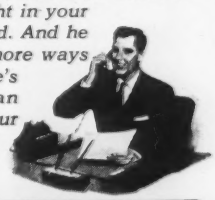
You light up your home—without a thought of fire

FAULTY WIRING AND POOR INSTALLATION have always been a potential cause of fire. Yet you switch on your lights without a thought of fire—because fire insurance is always on the job protecting you. To safeguard your home against these hazards, fire protection engineers, together with the electrical industry and Underwriters' Laboratories, have established safe electrical standards which are used all over the country.

This is one of the jobs of the capital stock fire insurance companies—to protect you, your home, your family, job or business, every hour of the day and night.

Fires, explosions, windstorms are constant threats. You guard your health by seeing your family doctor and dentist. Be sure that you have adequate protection against loss by fire or other disaster. See another specialist regularly—your local capital stock insurance agent or broker. The protection he offers is essential to your security.

Capital Stock Fire Insurance Companies *are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man right in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of* ALL *your insurance needs!*



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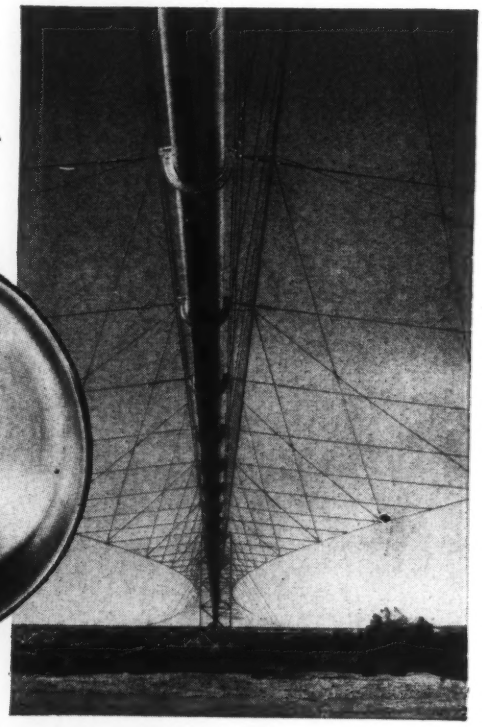
Only STEEL can do so many jobs so well

A Happy Marriage took place when housewares and USS Stainless Steel found each other. And today, *you* get the benefit of the mating . . . pans, pots and other household articles that are not only bright and beautiful in appearance and virtually indestructible, but easy to clean and safe, too . . . because this shining metal is so easy to keep free from contamination.



Steel Takes to the Air. In Arizona, there's a sandy river bed where flash floods frequently occur. A gas pipe line had to cross the river bed. So, to avoid the flash flood danger, the 30-inch welded gas pipe line took to the air for 1020 feet. Pipe and supporting structure were fabricated and erected by U.S. Steel.

Something New for Snow or Mud. When the going gets tough in deep snow or mud, the motorist's life-saver now is frequently these new tire traction clips of heavy wire, which clip easily to tires, furnish grip enough to get you out of trouble, and are then simply removed by prying. Clips are made by American Steel & Wire Division of U.S. Steel.

Everybody Knows the progress American railroads have made in their passenger services these past years . . . in spite of arbitrary limitations. But it is not so well known that their *freight* services have been making enormous progress, too . . . as witness the 170,000 modern freight cars like this that have been built with USS COR-TEN Steel in the past 20 years . . . a high strength steel that allows freight cars to carry more payload and last longer with lower maintenance cost.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

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For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

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OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-2025

that fees for tv rights to games are worked out by colleges taking part and the networks, sponsors and agencies. The matter of fees, he noted, is secondary to the overall position of NCAA of a "limited" approach as the most feasible for its tv policy.

The association's luncheon meeting was presided over by its president, Dean Miller, sports editor, United Press Radio Division. Members voted to present sportscasters Clem McCarthy and Bill Slater with life memberships.

Krause, Allen Warn NCAA To Revise Sports Practices

TWO PROMINENT sports officials—Dr. Forrest C. (Phog) Allen, Kansas basketball coach, and Ed (Moose) Krause, Notre Dame athletic director—told the Associated Press Managing Editors Assn. Wednesday that present practices call for revision of rules of the National Collegiate Athletic Assn.

Dr. Allen declared an "enforcer" is needed for rules dealing with subsidization and proselyting of athletics. Mr. Krause said it is unfair to blame tv for any decline in college football attendance.

"We should use tv as an ally, not an enemy," Mr. Krause said in addressing the AP group, meeting at Tampa, Fla. "I believe we should sell our game to the people. I think we could televise as many as 50 games on a Saturday. It's the only way to lick the problem."

Mr. Krause added that professional football attendance is up as a result of widespread telecasting of games but emphasized that Notre Dame had no intention of withdrawing from NCAA over the tv problem.

Dr. Allen said the cause of lax enforcement of NCAA regulations can be traced to college presidents who "do not want to surrender power. They don't want to admit college athletics needs a policeman. It does. Folding money over or under the table is the worst evil in colleges. I say the boy in college doesn't need extra money. No boy on a scholarship can afford to drive a car."

LA. BROADCASTERS ELECT EDGAR STERN

EDGAR B. STERN JR., WDSU-AM-TV New Orleans, was elected president of Louisiana Assn. of Broadcasters at its concluding session Nov. 13 [B•T, Nov. 15]. LAB met at Jung Hotel, New Orleans. Other officers elected were Robert Earle, WIBR Baton Rouge, vice president; Clarence E. Faulk, KRUS Ruston, secretary-treasurer.

MR. STERN

Board members for 1955 are Willard Cobb, KALB-AM-TV Alexandria, La., retiring president; Tom E. Gibbens, WAFB-AM-TV Baton Rouge; Paul H. Goldman, KNOE-AM-TV Monroe; Dierrel Hamm, KANE New Iberia; Ed Hoerner, WWL New Orleans; T. B. Lansford, KRMD Shreveport; Maxwell J. Thomas, KSIG Crowley; John A. Chauvin, KEUN Eunice.

Resolutions adopted by LAB called for a vote next spring on a proposal to admit tv stations to membership; condemned barring of cameras and microphones from Congress and supported a bill introduced by Rep. Martha W. Griffiths (D-Mich.) to permit telecasts of sessions; extended condolence to the widow of P. K. Ewing, Louisiana station operator who died Oct. 27. Henri F. Wehrmann, WTPS New Orleans, was chairman of the convention arrangements committee.

Speakers at an Associated Press meeting Nov. 13 were Gene Nelson, WLCS Baton Rouge; Frank Ford Jr., KENT Shreveport, and E. V. Brinckerhoff, Brinckerhoff Agency, New Orleans.

FIVE PARTICIPANTS in the Louisiana Assn. of Broadcasters meeting Nov. 12-13 were (l to r): seated, S. William Brown, Gardner Adv. Co., St. Louis; Charles H. Tower, NARTB; standing, Maurice B. Mitchell, Encyclopaedia Britannica Films; Willard L. Cobb, KALB-AM-TV Alexandria, retiring LAB president; Henri F. Wehrmann, WTPS New Orleans, arrangements chairman.

RETMA UNIT HEARS PLANS FOR 1955 RADIO-TV WEEK

Chicago meetings discuss subscription tv, excise taxes, budget reorganization.

DISCUSSIONS for active dealer participation in National Radio & Television Week in 1955 were laid before the public relations and advertising committee of Radio-Electronics-Television Mfrs. Assn. in Chicago last week.

The proposal was broached by A. W. Bernsohn, managing director of National Appliance & Radio-Tv Dealers Assn., who asked for RETMA support on a project similar to one held a few years ago. Sentiment at the RETMA and dealer level was reported as most favorable. Mr. Bernsohn also explained his plan to the association's sales managers committee.

The dealer campaign was one of several matters discussed during a three-day series of RETMA committee-division-section meetings at Chicago's Palmer House Nov. 17-19. Other topics explored were subscription tv, RETMA's campaign for easing of excise taxes on tv receivers and a plan for revision of organizational budget procedures.

The public relations and advertising committee, headed by Julius Haber, heard a progress report on the annual Voice of Democracy contest, co-sponsored by NARTB, the U. S. Junior Chamber of Commerce, and RETMA. Other matters on the combined agenda included plans for a tv service film, high fidelity exhibits and Mr. Bernsohn's proposal for a radio-tv speakers bureau in connection with NARDA meetings.

The session on toll tv, conducted by the special committee on subscription television under Glen McDaniel, was described as harmonious and amiable. Committee members exchanged views with representatives from Zenith Radio Corp., International Telemeter Corp. and Skiatron Inc.—proponents of the three major pay tv systems. RETMA is expected to take a stand on this controversial issue once the FCC sets hearings.

RETMA's tax committee pledged itself to renew the fight for a reduction in excise taxes on monochrome receivers from 10% to 5%, and for elimination of excises on color sets. Taxes already have been scrapped on other major appliances.

A score of other committees and units met during the three-day conclave, which ended Friday noon with a board meeting under Chairman Max Balcom.

Satellite Standards Considered by RETMA

PROPOSED standards for operation of satellite or booster television stations may be submitted to FCC by the Radio-Electronics-Tv Mfrs. Assn. early next year.

This possibility emerged last Wednesday as RETMA's Satellite & Special Services Tv Broadcast Stations Committee, headed by Ben Adler of Adler Communications Labs, held an all-day meeting in New York to work on the standards proposals. They are being evolved to a great extent on the basis of experience of existing satellite type operations—RCA's at Vicksburg, Miss.; Sylvania Electric Products' at Emporium, Pa., and the Adler organization's at Waterbury. Discussions of these occupied much of the session.

Mr. Adler expressed hope his group could follow a timetable that will permit completion of the proposed standards and clearance through the RETMA organization for submission to FCC shortly after the first of the year.

Edward W. Allen Jr., FCC chief engineer, was present for the meeting, attended by 17 committee members and other experts. An FCC inspection of the Adler Waterbury satellite was slated later in the week.

Under the Commission's present policy, which became effective Sept. 1, a local tv station may establish a uhf outlet to rebroadcast its shows in an area that has no tv service, but all such applications now are considered by FCC on a case-to-case basis. First commercial grant under the Sept. 1 policy change went to KIMA-TV, Yakima, Wash. (ch. 29), for a station at Pasco, Wash., to rebroadcast its programs on ch. 19. (Also see story on Lufkin satellite grant, page 80).

Harriman Praises Radio-Tv For Diversity of Opinion

MEMBERS of the "fifth estate," as they were called by New York Gov.-elect W. Averell Harriman, were hosts Wednesday to the state's newly-elected chief executive at a Radio & Television Executives Society luncheon at New York's Roosevelt Hotel.

In his first public address since the election, Mr. Harriman complimented the broadcast industry for differences of opinion which still exist on the airwaves as compared to what he saw as a more organized opinion in the press. Tv, he said, will "play an increasing part in our political life." He said he would like to appear in a discussion-type tv program in which he could report periodically to the people of the state on the progress of his administration.

Timebuyer 'Basics' Highlight RTES Meet

ADDITIONAL standardization of grade coverage claims of tv stations would be an aid to the timebuyer, Robert L. Coe, manager of DuMont Tv Network's station relations department, said Tuesday.

Mr. Coe and E. M. (Pete) Johnson, vice president in charge of station relations for Mutual and WOR New York, presented the "basics" of what the timebuyer should know about station engineering data at the fourth in a series of Radio & Television Executives Society luncheons making up this season's "timebuying and selling seminar." The luncheon was held at the Toots Shor restaurant in New York.

Mr. Coe also reminded that while admittedly there are many technical problems in tv, "we would not have the more than 30 million tv sets and the radio saturation of today, if we did not have people in the business with faith and go-ahead. . . ."

Alluding to problems in uhf, Mr. Coe said many in the tv industry are prone to "forget the skepticism" of vhf station operation which marked pre-freeze days. Broadcasting history, he said, is highlighted with continual development of equipment for utilizing higher frequencies, a process still going on in uhf. "Uhf will prove itself," he said.

As new tv stations go on the air, the timebuyer will have to concern himself more with the factor of interference, Mr. Coe said, explaining differences of adjacent channel and co-channel interference. He noted that modern tv receivers have reduced the problem of adjacent channel interference so that today it is less a factor than the co-channel difficulty.

In comparing uhf and vhf in any market, he warned, the timebuyer, as well as the engineer, must study the individual station situation, case-by-case, avoiding generalization. He noted the many factors, including power, frequency and antenna height, which affect coverage.

Mr. Johnson outlined groundwave and skywave radio signal transmission, touching upon these determinations of "greater radio station coverage": higher power, lower frequencies, areas of high conductivity, directional antennas and interference. He explained what radio stations mean when they claim certain coverage advantages, differences in nighttime and daytime patterns, clear channel coverage, etc.

Moderator of the panel, "How to Engineer a Good Buy," was Frank E. Pellegrin, vice president of H-R Representatives and H-R Tv Inc.

$600 Million for Tv Predicted by Doherty

TELEVISION broadcast revenue during 1954 will reach $600 million, Richard P. Doherty, president of Television-Radio Management Corp., predicted Friday in an address to the North Carolina Broadcasters meeting at Southern Pines. The figure compares with FCC's 1953 tv revenue figure of $432.7 million.

Radio broadcast revenue will be approximately $475 million, he predicted, a slight decline from 1953 and the first time in the history of commercial radio that a decline has been found. He expects the growth to be resumed next year. FCC has not yet announced its 1953 radio broadcast revenue figures but the report is expected within a fortnight. [Radio net time sales in 1953 were estimated at $498.4 million in the B•T 1954 YEARBOOK.]

Mr. Doherty cited these 1954 trends: National radio spot will be off slightly; national tv spot will show a healthy advance over last year; local radio income will continue to be the most progressive phase of the medium; next year will prove that radio "still possesses a strong upward growth trend"; radio station profit margins (before taxes) will be down from 1953; overall profit margins for tv stations will increase in 1954 although there may be "sharply divergent trends among such groups as prefreeze and postfreeze, vhf and uhf."

While radio local and national spot are down, Mr. Doherty said, station network income also is declining.

Radio's slight dip in 1954 local revenue, he said, can be traced to a drop in level of general business plus the first year's impact of tv in many markets. He ascribed the loss of "a few million dollars" in radio's national spot to tv national spot.

Despite these overall national trends, many individual stations have achieved rising income primarily in local sales, he said. Tv broadcast revenue was found "up sharply" in all departments—local, national spot and network.

Cincinnati IRE Plans Meet

THE NINTH Annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers, will be held April 15-16 at the Engineering Society of Cincinnati Bldg. Requests for advertising and exhibiting privileges should be referred to Clyde G. Haehnle, 6310 Stover Ave., Cincinnati. Registration and banquet reservations should be sent to Stanley M. Stuhlbarg, 1853 Glendon Pl., Cincinnati.

Foreign Tv Competition

PROBLEM of overseas price competition in the radio-tv set and equipment manufacturing field, and ways to combat it, were discussed at a meeting of Radio-Electronics-Tv Mfrs. Assn.'s International Dept. Thursday in New York.

A committee of 20 leading set makers, under chairmanship of Ernest A. Marx, of DuMont's International Div., met on this problem and also on methods to be taken by U. S. manufacturers to promote sales of their sets and electronic equipment in foreign markets. Recommendations were to be sent to RETMA's board meeting Friday in Chicago.

VOD Awards Donated

MANUFACTURERS have donated 51 tv and radio receivers to be used as awards to winners in the annual Voice of Democracy contest, according to James D. Secrest, VOD chairman and executive vice president of Radio-Electronics-Tv Mfrs. Assn. Twenty-three manufacturers have donated the receivers. State winners in the contest will receive tv sets, with all-wave radios going to winners in the territories. National awards to the four sectional winners will be made during National Awards Week, Feb. 18-25.

N. Y. Ad Club Class Elects

IN ELECTIONS of the 1954-55 advertising and selling class of the Advertising Club of New York, Paul Spillar, International General Electric Co., was named president; Ruth Rose, Kamany Assoc., vice president, and D. Parke Gibson, Interstate United Newspapers Inc., secretary-treasurer.

Tv Is Movie Industry Ally, Says Goldenson

Carolina Theatre Group told of medium's value in developing new talent. AB-PT president also urges use of radio and tv to advertise theatre's merchandise.

MOTION picture industry was urged last week by Leonard Goldenson, president of AB-PT, of which ABC is a division, to utilize television as an ally in the form of an advertising medium and a training school for future stars.

In the keynote speech before a meeting of the Theatre Owners of the North and South Carolinas in Charlotte last Monday, Mr. Goldenson said that there are evidences that television already is being used as a promotional outlet and as a talent-building agency for the motion picture field. He recommended these efforts be intensified as a means of building audiences.

"What the producer must do," he said, "is widen the appeal of motion pictures for the younger movie goers—and equally important, develop and continue to develop new young stars. Where formerly this was done through 'B' pictures, it may now have to be done through television or secondary leads in feature pictures."

Mr. Goldenson warned that the motion picture industry must not restrict itself to past methods of exploitation and showmanship. He pointed out that "this new generation" has grown up with television and said tv can be used "with tremendous effect to advertise our merchandise." Television, he continued, provides "a perfect opportunity for us to bring a sample of our product right in the homes of millions of potential movie-goers."

Mr. Goldenson contended the motion picture industry has not yet taken "complete advantage" of television to advertise its product, but cautioned that a program of experimentation should be followed to determine the most effective ways of using tv.

"The exhibitor must encourage the distributor and the producer to take advantage of television, and radio as well, to advertise and merchandise motion pictures," he asserted. "And we must be prepared to participate wherever possible.

"Right now my theatre associates in AB-PT have a committee composed of our most experienced exhibitors, who are making a study of the problem. Mind you, I am not trying to deprecate other forms of advertising and exploitation. While there may be new approaches in using the accepted media, they are still important. However, I am convinced that merchandising by radio, and by television in particular, is one of the most important answers to our problems of how to attract larger audiences and the new younger generations to our theatres."

Danielsen Joins BAB

KENNETH P. DANIELSEN, account executive at Ross Roy Inc., New York, has joined Broadcast Advertising Bureau as a reporter-writer on the national promotion staff. He will be in charge of two BAB newsletters: *National Radio Salesman*, published weekly, and *Radio Advertising Newsletter*, published monthly. Prior to his association with Ross Roy, Mr. Danielsen was a reporter and feature writer for a chain of newspapers owned by Westchester County Publishers (WFAS White Plains, N. Y.).

NOW! the new Gray telop III

Eliminates extra manpower requirements

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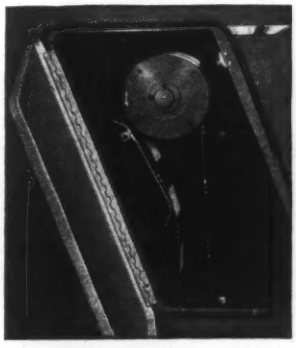
REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

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Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

WORLD PLANNING SEVEN NEW SHOWS

To be released Jan. 1, new package of 12 hours weekly is described as largest effort in firm's history.

WORLD BROADCASTING SYSTEM last week announced plans to make available a series of seven new musical programs offering almost 12 hours of programming per week, and described the package as "the biggest" single bloc of shows distributed in its 20-year history.

Pierre Weis, World general manager, said the package will be made available to more than 1,000 World affiliates on Jan. 1. It consists of three half-hour and four quarter-hour programs, designed for five-day-a-week programming, and featuring local personalities in musical shows.

The new series, according to Mr. Weis, will provide stations with an opportunity to sell a total of 111 one-minute spot announcements per week, plus sponsor identifications at the beginning and end of each program. He said presentation packets, containing sample scripts for audition purposes, have been mailed to stations.

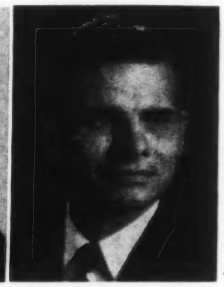
Included in the new series are *Music Coast to Coast*, half-hour show of production numbers by David Rose, Ray Bloch, Peter Yorke and Lyn Murray; *Passport to Daydreams*, half-hour show of mood music, featuring the Daydreamers Trio, Mack Stewart's Mellow Strings, the World Concert Orchestra and specialty artists; *Guess Who? Guess What?*, half-hour program combining music with radio games and questions, and quarter hour shows, titled *Westward to Music*, *The Song and the Story*, *The Three Suns* and *Blackwood Brothers Quartet*.

Gregory, Reeser Named In WBS Sales Expansion

BECAUSE of a sales expansion, World Broadcasting System has added M. C. (Jim) Gregory and Gregory Reeser to its sales staff.

According to Dick Lawrence, World's sales manager, the additions are part of World's expanded sales effort begun last spring with full-hour, across-the-board programming featured. He said World now is making available to its more than 1,000 affiliated stations, a series of such star-named programming for spot carriers.

MR. REESER



MR. GREGORY

Mr. Gregory was formerly WRDW Augusta, Me., station manager. Mr. Reeser was midwestern station relations manager for NARTB before joining World.

ONE-YEAR CONTRACT for sponsorship of *Mr. District Attorney* on WPTR Albany, N. Y., is agreed to by (l to r) Leo Rosen, general manager of WPTR; Frederick T. Jeram, president of sponsor Home Savings Bank there, and Mabel Perryman, radio-tv director of Heavenor Adv. Agency.

Telecom Firm to Handle Closed Circuit Equipment

FORMATION of Telecom Systems Inc., New York, specializing in sale and service of closed circuit tv systems for business and industry, has been announced by Irvin P. Sulds, president. Company, with office and "demonstration theatre" at 501 Madison Ave., has its engineering and service department in Floral Park, L. I.

Mr. Sulds, former theatre tv executive with American Broadcasting - Paramount Theatre Inc., has been owner of Business Television Inc., producer and distributor of intercity closed circuit tv programs for business meetings. Mr. Sulds said Telecom Systems, which he describes as "the first and only firm of its kind," has been named exclusive representative in the Northeast for Capehart-Farnsworth's monochrome closed circuit equipment and also will be sales representative for GE's color closed circuit system. Telecom will make industrial tv equipment available on a rental basis. Melvin Alpern is manager of Telecom's business tv department; Warren Smith is sales engineer.

Marine Band Series Offered

TWO 13-week radio series featuring the U. S. Marine Band will be made available to stations by Jan. 1, the U. S. Marine Corps has announced. Both series will be comprised of 15-minute programs with John Batchelder of WRC-AM-TV Washington handling announcements. The first series, *Theatre of Hits*, will contain selections from well-known musicals such as "Oklahoma," "Brigadoon," "Carousel" and "South Pacific." The other series, *Concert in Miniature*, will feature popular concert selections. Series can be obtained without charge from the nearest Marine recruiting office.

Capitol Sales, Earnings Up

SALES and earnings of Capitol Records Inc., Hollywood, during the fiscal year ended Sept. 30, 1954, reached a net total of $17,283,000, or $1,318,000 over the comparable 1953 period, President Glenn E. Wallichs announced last week. A net income of $736,181 paid $1.53 a share on 476,230 outstanding common shares, compared to a net of $706,624, or $1.47 a common share, in 1953.

Completion of the new circular Capitol Records building in Hollywood is expected by the end of 1955, Mr. Wallichs told stockholders.

Hi-Fi Institute Plans Promotion of Industry

AN ALL-INDUSTRY educational program designed to spread the story of hi-fi to "the richest potential market in electronics" is being planned by High Fidelity Institute Inc.

Jerome J. Kahn, institute commissioner, reported informal talks have been held with leading promotional, sales and advertising authorities on the proposed program. The institute's provisional board of governors still must approve the plan.

Actual formation of the institute, which was set up to promote hi-fi, was delayed for five months because of organizational difficulties stemming from an increase in board members from six to 12. The board has been cut back to six again and the other six will head up advisory committees and serve as consultants on the industry promotional program.

Power Adds Three Branches

OPENING of new offices in Detroit, St. Louis and New Haven, Conn., was announced last week by Jules Power Productions Inc., tv package firm.

Additional production facilities were set up to offer expanded service to national advertisers who favor local programming in individual markets, according to Jules Power, head of the firm. He stressed the importance of merchandising tie-ins.

The Power organization currently produces programs for NBC-TV *(Watch Mr. Wizard)* and DuMont Tv Network *(All About Baby)* as well as local live shows in five markets.

ASCAP Launches New Service

NEW service to radio-tv stations titled "ASCAP Music on Records—Your Program Guide," was launched last week by ASCAP. The feature, containing listings of ASCAP music broken down into categories selected for timeliness, interest and variety, will be sent to stations monthly.

J. M. Collins, ASCAP sales manager, said the guide is designed to assist station and program managers in building better programs for their listeners. A binder, in which the monthly releases may be kept for a permanent reference, will be sent with the first guide, Mr. Collins stated.

ASCAP Names Devany

JOHN DEVANY's appointment as a member of the radio and television station relations division of ASCAP was announced last week by J. M. Collins, sales manager. With ASCAP for more than seven years as field representative in Philadelphia, Mr. Devany will continue in that city and cover stations in New Jersey, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina and eastern Pennsylvania.

Roffman Assoc. Formed

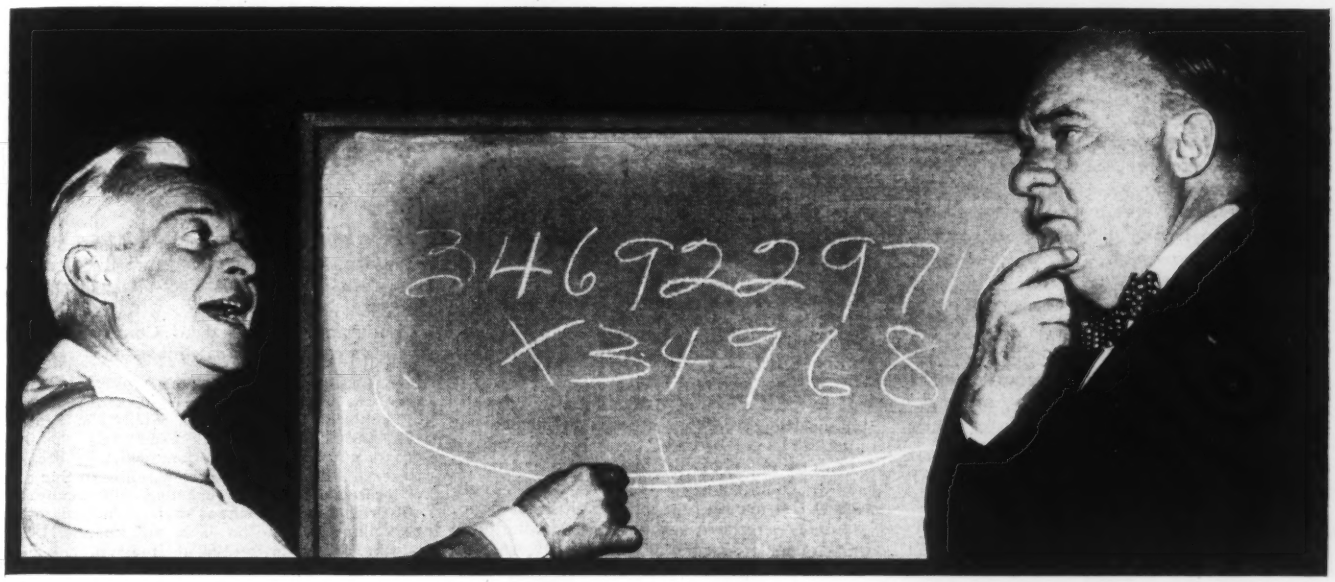
FORMATION of Roffman Assoc., New York, radio and television production firm, has been announced by Richard H. Roffman, president. The firm will specialize in creation and production of radio and tv programs, according to Mr. Roffman, and its first project will involve coordination for a radio interview program featuring Alexander I. Rorke Jr., described as a writer-lecturer and civic leader in New York.

it figures

Art Baker captivates the curious with "You Asked For It"

People are naturally curious about such oddities as boxing kangaroos and Ping-pong-playing cats, so Art Baker puts them on TV. It really works. Just ask Skippy Peanut Butter. They've sponsored "You Asked For It" since it first went on the air, with results as remarkable as the show itself!

You're in smart company on **ABC-TV** *American Broadcasting Company*



JUST THINK!

"Dollar A Second," sponsor and all, has moved to ABC

Jan Murray's highly original show disseminates its daffiness on ABC with its original sponsor, Mogen David Wine. A lively addition to our Friday line-up . . . and added evidence (as if more were needed!) of the new vitality here at this fast-moving network.

You're in smart company on **ABC-TV** *American Broadcasting Company*

World Subscribers to Get Free Christmas Package

COMPLETE half-hour open-end dramatic program titled *His Wonders to Perform,* will be distributed free to all subscribers of World Broadcasting System as the 1954 Christmas sales package. The announcement was made by Pierre Weis, World general manager. In addition, the Christmas kit contains a number of other features designed to attract sponsors and spot buyers among Christmas advertisers for local radio stations, Mr. Weis said.

More than 1,000 stations subscribing to World have received a promotion kit to help launch the Christmas programs. Included in the package is the dramatic show, starring Dorothy Lamour, ready for broadcast with the insertion of the sponsor's message. Second feature offers season's greetings in languages of 12 other countries as a lead-in to spot Christmas messages from advertisers. A "Christmas shopping bag" is also included in the form of daily half-hour programs to be broadcast from Nov. 29 until Christmas. Shows include musical lead-ins to commercials as well as Christmas stories.

The package also contains a series of jingles called "30 Shopping Days 'Til Christmas," recorded by the Jesters Trio with a new tune every day from Nov. 19 to Dec. 24.

Among other kit attractions are personalized Christmas greeting cards; seven Christmas and New Year's prayers narrated by Raymond Massey, and a series of four special holiday shows to be broadcast Dec. 24, 25, 30, and Jan. 1.

Olmsted Names Two

RICHARD OLMSTED and Garrett Kaufman, son and step-son, respectively, of Henry Olmsted, president of the newly-formed Olmsted Sound Studios, New York, have been appointed vice presidents.

The studios open at 1 E. 45th St. on Dec. 2, according to President Olmsted, who was a board member of the Princeton Film Center (tv distribution and production), where the younger Mr. Olmsted, an engineer, was active in sound work. The latter will be concerned with the technical end of production while Mr. Kaufman, a musical composer and arranger, will deal with the artistic, creative aspects of sound and film recording.

PROGRAM SERVICES SHORTS

Clubtime Productions Inc., Hollywood, announces total of 40 U. S. and Canadian stations serviced with addition of KOA Denver, WICH Norwich, Conn., KIOA Des Moines, KXXX Colby, Kan., and KMMJ Grand Island, Neb.

RCA Recorded Program Services, N. Y., has released for second year tv film version of Hans Christian Andersen's *The Little Match Girl.*

PROGRAM SERVICES PEOPLE

Sherman A. Harris appointed assistant to president, The Lone Ranger Inc., Beverly Hills, Calif.

Peter J. S. King, West Coast representative, SESAC Inc., N. Y., resigns with future plans to be announced shortly.

TEXAS TV GRANT EXTENDS SATELLITE POLICY TO VHF

The Commission, by 3-to-1 vote, approves re-establishment of ch. 9 KTRE-TV Lufkin, Tex., to rebroadcast ch. 2 KPRC-TV Houston. Comr. Hennock dissents. Action is seen broadening FCC's earlier order announcing it would consider applications for new uhf stations which would not originate local shows.

THROWING OPEN the door to what apparently will be a case-by-case consideration of bids for vhf satellite tv stations, the FCC majority last week re-granted ch. 9 at Lufkin, Tex., to Forest Capital Broadcasting Co. (KTRE-TV). The outlet will air no local programs "at this time," but will rebroadcast ch. 2 KPRC-TV Houston with which it has no ownership affiliation.

The unique Commission action was taken by Comrs. E. M. Webster, Robert E. Lee and John C. Doerfer over the strong dissent of Comr. Frieda B. Hennock. Chairman George C. McConnaughey abstained from voting while Comrs. Rosel H. Hyde and Robert T. Bartley were absent.

It has the effect of extending the Commission's earlier order on satellites to include vhf outlets. The earlier order, also sharply attacked by Comr. Hennock, confined consideration of satellite applications to the uhf and was considered restricted to uhf so as to give an economic and operational stimulus to the admittedly ailing upper frequency tv band [B•T, Aug. 9].

Oregon Satellite Requested

Concurrently, FCC last week received application for another vhf satellite, to be located in the Northwest. Ch. 5 KBES-TV Medford, Ore., seeks approval of a ch. 4 satellite at Roseburg, population 8,390.

To clear the way for the Lufkin action, FCC turned down a petition by Jacob Tyler Newborn Jr. requesting a rule-making proceeding to switch ch. 9 from Lufkin to Tyler, Tex. Mr. Newborn suspended operation of his ch. 19 KETX (TV) Tyler last month and told the Commission he faces bankruptcy unless he gets a vhf facility [B•T, Oct. 22].

The Commission explained that since Tyler (pop. 39,000) already has one operating vhf station, ch. 7 KLTV (TV), it would not be fair to add a second vhf there by deleting the facility from Lufkin (pop. 15,000) which has no service.

Forest Capital's permit for ch. 9 specifies effective radiated visual power of 10.7 kw with antenna height above average terrain of 670 ft. The grantee earlier this year surrendered its original permit for ch. 9 KTRE-TV there, explaining that the local station was not feasible without network affiliation.

Principal stockholders in KTRE-TV are two Southland Paper Mills executives, R. W. Wortham Jr. (32%) and E. L. Kurth Sr. (16%). Also a stockholder is Henry B. Clay (9.5%), general manager of KWKH Shreveport, La.

The Lufkin station retains the right to choose which KPRC-TV programs it will rebroadcast, FCC was told. KPRC-TV is an NBC-TV affiliate. KTRE-TV will use a microwave relay to span the distance between Houston and Lufkin, it was reported, and eventually expects to establish studios for local programming in Lufkin.

FCC's first uhf satellite grant was made early this month to ch. 29 KIMA-TV Yakima, Wash., for a ch. 19 repeater at Pasco, Wash. [B•T, Nov. 8]. The Commission previously, however, has approved a new vhf station at Scottsbluff, Neb., which in part would rebroadcast another station and in part air local films. This was a permit for ch. 10 at Scottsbluff awarded to ch. 5 KFBC-TV Cheyenne, Wyo. [B•T, Aug. 23].

Comparative hearing apparently will be required by FCC to settle who gets a satellite outlet on ch. 3 at Mayaguez, P. R. Both ch. 2 WKAQ-TV and ch. 4 WAPA-TV San Juan have applications pending before the Commission for a ch. 3 repeater at Mayaguez [B•T, Oct. 18].

Following is the text of Comr. Hennock's dissent to the Lufkin satellite grant:

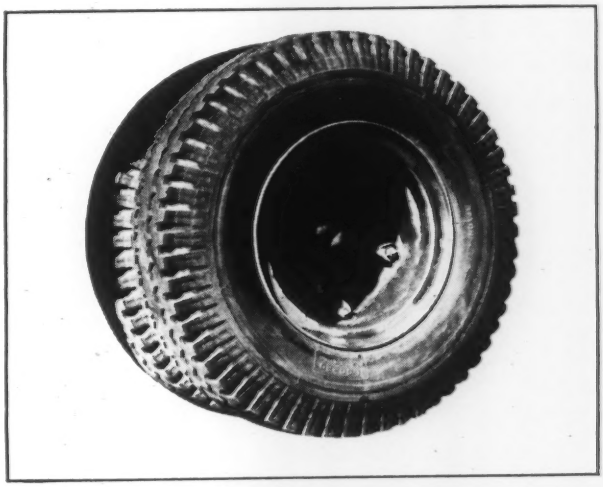
By this action the Commission for the first time has authorized the use of a vhf channel by a station operating as a satellite of another vhf station, and carrying exclusively the programs of the parent station, which is licensed to serve a distant city. The satellite in this case is located at Lufkin, Tex., and will occupy the only vhf channel assigned there. The only other tv channel at Lufkin is a uhf channel. The parent station is located at Houston, 124 miles away. The permittee here will carry no local programming and has no control over its programming. I dissent.

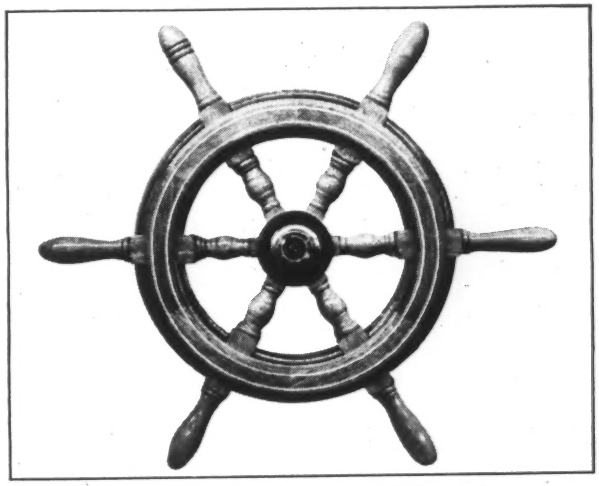
On Aug. 5, 1954, the Commission announced a new policy under which it was stated that it "will consider applications for stations in the uhf band which do not propose to originate any local programs . . ." (Public Notice FCC 54-991). No reference was made in that policy statement to the possible use of vhf channels for satellite stations operating off vhf parent stations and carrying exclusively the programs of the latter. The grant in this case thus extends the scope of the August 5th policy and the limits then announced. The Commission's statement indicated that the new policy had been adopted with the object of eliminating one of the deterrents "for parties interested in constructing and operating uhf television stations".

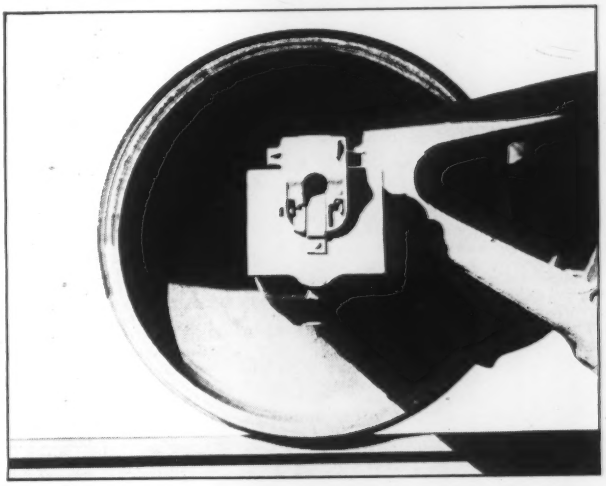
In my lengthy dissent to the adoption of that policy, I pointed out that, despite the allusions to possible help it might give uhf broadcasters, it in fact opened the way to developments which would finally seal the fate of uhf television. Today's decision to place a vhf satellite operation in a community which is thereby denied the important benefits of local programming and which erects an insurmountable barrier to the use of the uhf channel assigned to the community confirms the worst fears I expressed in my dissent to the August 5th policy decision.

This action is an almost incredible departure from two of the most firmly established policies of the Commission which have heretofore always governed the grants of broadcast licenses in the public interest. One of these is that a station serve the particular needs and interests of the community in which it is licensed. The other is that a licensee maintain full control over the operation and programming of his station. I know of no similar case where the Commission has ever licensed a station which will not provide any service designed to meet the particular needs of the community in which it is located. Section 307(b) of the Communications Act provides that licenses shall be distributed among the several states and communities so as to "provide a fair, efficient, and equitable distribution of radio service to each of the same". It has been firmly established, up until now, that

Here's a problem that taxes more than the imagination







The problem: what keeps these wheels turning?

You would expect the answer to be: demand for the transportation service that each provides. And, certainly, that is the primary requirement for a successful business.

But for three of the carriers represented, this is only a partial answer. Of equal importance in the rapid growth and successful operation of the big inter-city trucking corporations, the airlines and the barge companies, has been public financing of the facilities these carriers use. Thanks to public tax money, the airlines have had built for them some 2 billion dollars' worth of civil airports and airways. Waterways carriers make free use of a 4.3 billion dollar public investment in river and harbor facilities. As for the big inter-city truckers—they benefit from about 5 billion dollars' worth of highway construction and maintenance *yearly*.

On the other hand, the railroads do not benefit from public funds, but, rather, pay for and maintain their own rights of way, safety and signalling devices . . . in full. In addition, they pay heavy taxes, some of which is pooled with the public funds that aid those carriers *competing* with the railroads.

The clear fact that emerges from this lop-sided arrangement is that this country can no longer afford to have its railroads compete on such an unequal basis.

Railroad rates must include so many costs spared the other three carriers that it is becoming increasingly difficult for the railroads to improve their services and equipment adequately to meet the nation's need for superior railroad service. And this condition will continue until such time as the government treats all carriers equally. Such equality of treatment is a heritage of free enterprise in a free economy. It is vitally needed now if the nation's transportation is to be strengthened . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

A Small Town + Tv Repeater Idea: FCC Headache

BECAUSE a technically-ingenious tv appliance store owner in the small Chelan National Forest town of Bridgeport, Wash., rigged up a simple booster to pick up and rebroadcast Spokane's KXLY-TV ch. 4 signals, the FCC is now faced with a senatorial recommendation that it hold rule-making proceedings to authorize—if possible—this kind of tv repeater equipment.

It all started when the hardy citizens who live in the rugged, north central area of Washington—about 130 miles from mountain-blocked Seattle on the west, and the same distance from open-vistaed Spokane on the east—decided to bring in tv on their own.

When the appliance store technician designed his equipment, four groups in as many communities laid out the cash to install the repeater. For about a month, tv set owners in the Columbia River communities of Bridgeport, Pateros, Brewster and Manson (on Lake Chelan) have been enjoying CBS-TV and DuMont programs.

Late in October, the FCC's Field Engineering and Monitoring Service began receiving complaints of interference to aeronautical and other non-broadcast services. Running down the source was not difficult. FCC regional engineers shut down the boosters. Shortly thereafter, the seals on the boosters were broken and they were put back into operation by "persons unknown."

Again, the FCC warned that these were illegal transmitters. By then, the good citizens were up in arms and . . .

• A Washington state attorney informed the FCC that the equipment could not be a transmitter because it did not contain an oscillator.

• The FCC replied on Nov. 3, with individual warning to all involved that further action would be taken unless the repeaters were silenced. It asked for replies within 10 days.

• Last week, FCC Comr. Robert E. Lee met with Sens. Warren G. Magnuson and Henry M. Jackson, both Washington State Democrats, to discuss the situation. Comr. Lee, with Broadcast Bureau Chief Curtis B. Plummer and General Counsel Warren E. Baker, pointed out the illegality of the booster operation and recommended alternatives: local tv station operation under present rules which permit network and film operation alone, community television system operation, and even passive reflector systems (these are not considered transmitters and thus require no FCC licenses). Sens. Magnuson and Jackson countered by suggesting that the FCC invite comments in a rule-making procedure to permit some sort of automatic repeater equipment to be used to bring tv signals into the "more than 15,000 such situations in the U. S."

That's where the matter stands today.

this statutory mandate inherently required a service meeting local needs. Furthermore, one of the basic purposes of the television allocation table was to provide for local stations affording local service to as many communities as possible. The limitations on service areas brought about by limits on power and antenna heights and minimum separation requirements have served until now to make this possible. The present grant in effect wipes out these limitations. I do not understand how this grant can be said to comply with Section 307(b).

This grant is also in direct conflict with the firmly established policy, adopted under Section 310(b) of the Communications Act, that a licensee maintain full control over the operation and programming of his station. The Commission has previously denied an application where the applicant proposed to accept all the programs offered by a network organization, and has been sustained upon judicial review. (See *Simmons v. Federal Communications Commission*, 83 U. S. App. D. C. 262, 169 F. 2d 670, *Cert. Den.*, 335 U. S. 846). Here, the applicant proposes not merely to take all network programming, which would permit some choice of local programs under the licensee's own judgment, but rather to take the entire programming fed to it by another station. It is clearly an *a fortiori* case. And the grant is made without any explanation of this unfortunate and drastic reversal of a most salutary policy based on the statutory requirement that every licensee be responsible for, and maintain control over, the operation of his station.

Not only is this grant unrelated to the stated purpose of the Commission's recently announced policy of permitting satellite operations, which was supposed to be of assistance in the development of uhf broadcasting, but it is not even governed by any explanatory specification as to the limits within which it will be applied. There are no rules governing the utilization of satellites nor has any rule making proceeding been instituted for the purpose of defining future actions and evaluating the effect of this radical departure from basic principles. The Commission has provided no limit as to the distance from the parent station at which a satellite will be authorized. There is no announced limit as to the total number of satellite stations which may be associated with a parent station. Where there is common ownership, the multiple ownership rules provide some check. Where, as here, the parent and satellite are not related by common ownership, there is no foreseeable limit as to the area over which the same programs may be furnished to many communities originating from a single station which has no interest in serving those communities.

In this unusual situation, the Commission has not even been furnished with a comprehensive written contract setting forth the full terms of the arrangement between the parent and satellite. This is so despite the obvious fact that this peculiar tie-in of the operation of two stations which should be operated independently will put other stations in the state at a serious disadvantage. The Commission's aim of a nationwide competitive television service requires that normal competitive opportunities not be hampered, or perhaps foreclosed, by this type of joint operation which looks in the direction of monopoly.

Yet, this decision means that one station may tie to it any number of satellites, which would not be considered as under common ownership, but which would constitute with it a new network of great and unhealthy competitive force. Carried to its logical conclusion it would virtually make it impossible for unaffiliated stations and stations affiliated with weaker networks to survive under the present economics of television.

The effect on local uhf broadcasters is discussed at length in my dissent to the August 5 policy announcement, and need not be repeated here. The crippling and worsening plight of the uhf broadcasters is in my opinion the most pressing problem before the Commission and calls for the most forceful and positive action if the uhf channels, representing 85% of all television channels, are not to be completely plowed under. I have said many times, and I now repeat, that unless the Commission and the Congress will do their utmost to spare uhf television from the grossly unequal competitive burdens under which it is now struggling towards its demise, the only hope for the healthy development and expansion of American television on a truly nationwide competitive basis will be lost.

While I recognize that this grant provides a first station for Lufkin, I cannot help but take the strongest exception to it because it discards, without explanation of the necessity and without forceable limitation, basic considerations which have hitherto helped to mold American broadcasting as an instrument of service to the public.

McCONNAUGHEY'S CHANCES SLIMMING

There's little hope the FCC's new chairman will be confirmed by this Congress. How he would fare in a Democratic-controlled 84th Congress is another poser.

CHANCES looked slimmer than ever last week for Senate confirmation during its special session of the nomination of George C. McConnaughey to the FCC. Mr. McConnaughey presently is serving as FCC chairman under a recess appointment by the President. His nomination has been before the Senate since the special session began Nov. 8.

The time which might be left to bring up the McConnaughey nomination was shortened substantially Thursday when the Senate adjourned until Nov. 29 its special session which has been considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.). The recess was called because of the Wisconsin Republican's absence from the Senate on account of illness.

Republicans who had hoped to push through the McConnaughey nomination had their hopes dampened last week, too, when Sen. William F. Knowland (R-Calif.), majority floor leader, indicated agreement with earlier Democratic demands that controversial nominations be held over until the new Congress convenes Jan. 5.

Sen. Knowland had been designated to handle the nomination by Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, upon the latter's departure last Monday for a tour of Australia with the Joint Congressional Atomic Energy Committee. Sen. Bricker the week before had attempted to report the nomination on the Senate floor, after ramming it through the Commerce Committee, but his move was blocked by the objections of Sen. Lyndon B. Johnson (D-Tex.), minority floor leader and a member of the committee.

Sen. Knowland made his statement Tuesday in floor discussion on nominations which have been submitted to the special session by the President. He said that "in the case of controversial nominations, or when there is substantial opposition to them on the other side of the aisle (Democratic side), it would not be feasible to consider such nominations at the present session of the Senate."

Prospects for consideration of Mr. McConnaughey's nomination were shortened by the Senate's 11-day adjournment period, since the Senate is committed to conclude its session on the McCarthy censure by Dec. 25. To this extent the time is thereby lessened for consideration of any other business.

Sen. Bricker expects to return to Washington Dec. 20.

Meanwhile, Democrats declared that presidential appointees, regardless of whether they are confirmed during the special Senate session, will have no trouble getting their pay.

They cited a 1948 decision by the U. S. Comptroller General which interpreted a special session of Congress as merely a continuation of the previous session, and not as constituting the "next session," within the meaning of Article II, Sec. 2, Clause 3, of the Constitution, so that commissions of persons who were given recess appointments prior to the special session may

BLAW-KNOX tower designed and fabricated

. . . . to accommodate special automatic two-man elevator

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
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not be considered as having expired at the end of the special session.

Sen. Lyndon Johnson in the Tuesday floor discussions on the nominations said he hoped "the President will give consideration to the fact that the occupants of the offices to which nominations are being made can all continue to serve and can all be paid."

Sen. A. S. Mike Monroney (D-Okla.), who had objected to being "stampeded" into approving the McConnaughey nomination at the Senate Commerce Committee hearing Nov. 9, told B•T last week that legislative counsel has advised members of his party that Mr. McConnaughey's pay will not be held up.

The Senate parliamentarian had told B•T in an earlier interpretation that such an appointment would die at the end of the special session, necessitating reappointment, under which pay would be held up until action during the next (84th) Congress.

The Democratic policy of withholding action on the nominations had been outlined by Sen. Monroney at the Nov. 9 Senate Commerce Committee hearing on Mr. McConnaughey's nomination. The nomination, however, cleared the committee two days later by affirmative vote of its seven Republicans, with Democrats abstaining.

Although Sen. Lyndon Johnson and other Democrats said they wanted the nominations held over to the next Congress so the Senate may get on with the business at hand (namely, whether Sen. McCarthy should be censured), the minority party's policy move was interpreted by Capitol Hill observers as a bid for power on the basis of Democratic election victories. With expected control of the Senate next year, Democrats can control confirmation of nominations through committee chairmanships, and possibly may want a Democrat named to the FCC instead of Mr. McConnaughey, a Republican.

Meanwhile, senators last week were in receipt of a letter from Harry R. Booth, Chicago, acting chairman of the Utility Users League, elaborating on his earlier objections to confirmation of Mr. McConnaughey's nomination [AT DEADLINE, Nov. 1].

Ohio PUC Representative

Mr. Booth said Mr. McConnaughey as a private attorney had represented AT&T subsidiaries in rate cases before the Ohio Public Utilities Commission and as such has "advocated principles destructive of effective regulation and the interest of the telephone subscribers." He said FCC has "broad responsibilities . . . to the forty million subscribers of the AT&T system," and that "it can hardly be in the public interest to have a Bell System lawyer head the FCC."

If Republicans make subsequent attempts to have the McConnaughey nomination confirmed when the special Senate session reconvenes, they still would have a tough row to hoe.

Sen. Knowland as majority leader could request that the Senate go into executive session, presumably after finishing the McCarthy censure business. The Senate cannot act on a nomination during a legislative session, such as the one which has been hearing the McCarthy issue, unless unanimous consent is given by senators. This is not likely if Democrats hold to their current policy on the nominations.

The proposal for an executive session would be put to a vote, without debate. If a majority of senators approved, Sen Knowland then would ask that the nomination be made the "order of business." This normally would be approved, and the nomination then would be put in "unlimited debate," before a vote. Here, Democrats again could block the move by filibuster.

Before the nomination could be put on the calendar for consideration, it normally would lie over 24 hours, unless put on the calendar sooner by unanimous consent, with Democrats not likely to give this consent.

VIRGINIA Gov. Thomas B. Stanley (c) turns disc m.c. for the Southern premiere of Columbia Records new album "The Confederacy," featuring music of the South during 1861-1865, on WRVA Richmond. Checking the governor's performance are Goddard Lieberson (r), executive vice president of Columbia Records and album producer and Carl Stutz, whose morning show initiated the album.

Peoria Initial Decision Favors WIRL Over WMBD

INITIAL DECISION proposing to grant WIRL Peoria, Ill., a new tv station on ch. 8 there, and denial of the competing application of local WMBD was issued last week by FCC Examiner Elizabeth C. Smith.

The examiner concluded that WIRL must be given preference for the ch. 8 facility on the bases of integration of ownership and management; experience in actual tv operation by a fulltime active stockholder; programs proposals; separate staffs and operation, and diversification of the ownership and control of broadcasting facilities.

In reference to the last preference basis, the examiner noted that Charles C. Caley, president-treasurer and 2/3 owner of WMBD, also is the president and owner of about 25% of WDZ Decatur, Ill., and that John E. Fetzer, vice president and 1/3 owner of WMBD, owns and operates WKZO-AM-TV Kalamazoo, Mich.; KOLN-AM-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich.

Census Takers Visit Farms

CENSUS enumerators are visiting farms in all 48 states to collect data for the 1954 Census of Agriculture. Over 30,000 enumerators will cover farms, with field work to be completed by the end of the year. Farmers received census questionnaires in advance of enumerators' visits, cutting the time needed as well as the cost of the quinquennial farm count. Publication of county results will start early next year.

Jefferson Standard Denies Blocking WTHT

Insurance firm contends that Wilmington station's charges it influenced CBS in denial of affiliation are unfounded.

CHARGES of WTHT (TV) Wilmington, N. C., ch. 3 permittee, that Jefferson Standard Life Insurance Co. had a "secret understanding" with CBS, inducing the network to withdraw a CBS-TV affiliation [B•T, Nov. 15] were flatly denied Thursday by the insurance firm.

Jefferson Standard Broadcasting Co., broadcast subsidiary, stated through Joseph M. Bryan, president, and Charles H. Crutchfield, executive vice president, that neither the company nor any of its employes is guilty of any of the WTHT charges. WTHT is applicant for an extension of its completion date, having received its grant in February. It charged that Jefferson Standard has powerful bargaining power with CBS through ownership of about 96% of the preferred stock of Storer Broadcasting Co.

The Storer preferred stock, according to Mr. Bryan, is held only as an investment, without management interest in the Storer company. He cited an FCC letter of Dec. 2, 1953, holding this ownership does not confer an interest in Storer under multiple ownership rules.

Mr. Crutchfield, who also is general manager of Jefferson Standard Broadcasting Co., denied the company or any of its personnel had been guilty of charges filed by WTHT.

Jefferson Standard stations include WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C., and minority interest in WFMY-TV Greensboro.

The WTHT charges alleged that Jefferson Standard induced CBS to enter into a conspiracy to violate the anti-trust law and Sec. 313 of the Communications Act as well as Sec. 3.636 of the Commission's rules governing multiple ownership. It was also charged that Sec. 3.658 of the rules, governing territorial exclusivity of stations engaged in chain broadcasting, had been violated. WTHT had asked a formal inquiry into the CBS-Jefferson Standard relationship.

KXLY-TV Petition Filed

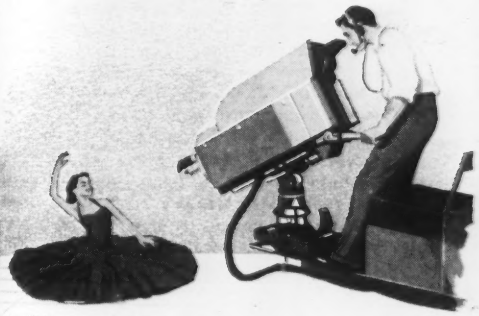
KXLY-TV Spokane, Wash., the ch. 4 CBS-DuMont affiliate with transmitter atop snowy 5,878 ft. Mt. Spokane, petitioned FCC last week to relax its tv rules limiting maximum effective radiated power to 100 kw for antennas 2,000 ft. above average terrain in western Zone II so as to permit it to use full 100 kw with its antenna, 3,068 ft. above average terrain. At that height, KXLY-TV is limited to 48 kw. Station argues that while the 100 kw limit should be retained, stations which seek the most efficient antenna sites should not be penalized with lower power.

Two Tv Stations Deleted

DELETION of ch. 42 KTKA (TV) Topeka, Kan., and ch. 19 KNAL (TV) Victoria, Tex., was announced by the FCC last week. This raises the number of post-thaw tv stations to surrender their permits to 112. Of these, 21 are vhf and 91 uhf facilities.

SUPER "EYE"

for "live" COLOR pickup



RCA-6474/1854 Image Orthicon

You are looking at the new RCA television camera tube for simultaneous color pickup—the camera tube that has made compatible "live" color pickup a practical reality.

The 6474/1854 has exceptional sensitivity—and a spectral response approaching that of the eye. Designed to operate on a substantially linear signal-output curve, it is capable of producing a color picture having natural tone values and accurate detail. Furthermore, the 6474/1854 features a signal-to-noise ratio and contrast range commensurate with the exacting requirements of color reproduction.

Like all RCA tubes for broadcast and TV station operations, RCA-6474/1854 Image Orthicons are available through your local RCA Tube Distributor. Ask him about RCA's new Tube Inventory Maintenance Plan that enables him to function literally as a tube warehouse for your station.

SEALED for your protection

Every RCA-6474/1854 Image Orthicon for replacement use is sealed in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that your tube is factory fresh.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ELECTRON TUBES **HARRISON, N. J.**

LAMB RENEWAL CASE DRAGS ON AND ON

FCC Broadcast Bureau is up to witness No. 18 in effort to show owner of WICU (TV) Erie, Pa., had Red ties.

LICENSE renewal hearing involving attorney Edward Lamb's WICU (TV) Erie, Pa., dragged on last week in short sessions before FCC Examiner Herbert Sharfman as the Commission Broadcast Bureau produced the 18th witness in its frequently frustrated attempt to prove that Mr. Lamb had Communist associations contrary to his denials [B•T, Sept. 20 *et seq.*].

In a short appearance Thursday morning, Nelson Meagley, former secretary of the Workers Alliance in Ohio, testified that Mr. Lamb in 1934 or 1935 gave a sum of money for the legal defense of Ben Gray, then head of the Alliance, described as a "bonafide adjunct" of the American Federation of Labor. The witness said that "to my best knowledge" Mr. Gray was a Communist, but he had "no definite knowledge" that Mr. Lamb knew it.

Mr. Gray was involved in a sitdown strike at the state Capitol to promote legislation for unemployment relief, Mr. Meagley said. The witness related that he personally had been a Socialist. He could not recall the specific amount alleged to have been contributed by Mr. Lamb, but he believed it was $10 and could have been $5 or $25. He said he and others went to Mr. Lamb's law office in Toledo to solicit the contribution.

Testimony Stands

Examiner Sharfman allowed Mr. Meagley's testimony to remain in the record despite protests by Russell Morton Brown, counsel for Mr. Lamb. Mr. Brown contended a man "can't be castigated" for contributing to someone's legal defense and charged Broadcast Bureau counsel with attempting to "besmirch" a lawyer because of the type of clients he represented.

Mr. Brown several times has observed that Mr. Lamb was a labor lawyer who represented many unions, some of which may have had Communist members, but that an attorney's professional capacity is privileged and distinct from his personal activity. In Thursday's argument he noted that the American Bar Assn. has always upheld the principle that a person is entitled to legal defense no matter what the charge against him.

Broadcast Bureau counsel, on the other hand, argued that if Mr. Lamb contributed to the legal defense of a Communist, "it would controvert his statement that he had always been anti-communist."

Earlier in the week, Examiner Sharfman heard further cross-examination of Claudius Mace Russell [B•T, Nov. 15] and testimony of Irwin Bruhl.

Mr. Bruhl, who said his wife had been a member of the Communist Party in Toledo but he had not, recalled that Ernest Courey took him to a party picnic about 1940 and pointed out a man there as Mr. Lamb. Mr. Courey testified earlier that he was a private detective and "plant" in the Toledo party.

Under cross-examination, Mr. Bruhl admitted he had only Mr. Courey's word that the man identified was Mr. Lamb or even that the picnic was a Communist event. It could have been a Republican or Democratic picnic in fact, he acknowledged.

Although Lamb counsel moved to strike Mr. Bruhl's testimony as hearsay, the examiner allowed it to stand, but observed he could not make a finding on the basis of the testimony.

The Lamb attorney tested the memory of Mr. Russell at length on details of past employment, gambling and other arrests and personal affairs. As the witness frequently mumbled "I don't know" or "I can't recall," Mr. Brown noted Mr. Russell could not remember recent or important events but seemed able to recall seeing Mr. Lamb once 10 years ago.

Mr. Russell, a Negro, and his attractive brunette wife, Loris, earlier testified seeing Mr. Lamb speak in 1944 at the dedication of Lincoln House, described as the headquarters of of the Communist Party in Toledo. They both recalled Mr. Lamb pledged and gave money for the "upkeep" of the headquarters on that occasion, but differed on the amount involved.

Mrs. Russell testified they joined the Communist Party for several years in the 1940s because it "seemed more appealing" to mixed couples.

Under cross-examination Nov. 12, she admitted she and Mr. Russell came to Washington prepared to testify to the same thing concerning Lincoln House. Last week, however, Mr. Russell denied they had agreed on prospective testimony.

"So if she says that you did that together, then either she is lying or you are lying, is that right?" Mr. Brown asked the witness.

"That is right," Mr. Russell answered.

Mrs. Russell also testified she knew how much Mr. Lamb contributed (she said $50) because a woman on the stage announced the sum as the speakers placed their contributions on a small table. Last week, Mr. Russell testified the speakers personally announced the amounts.

Mr. Russell explained he joined the party at the behest of William Garfield Cummings and stayed in the party for several years because of Mr. Cummings' insistance. Mr. Cummings, the Broadcast Bureau's first witness, identified himself as an FBI informer in the party.

Mr. Russell, who has a Toledo barbershop and part interest in an adjoining pool room where he admitted dice and card games occur, said he and Mrs. Russell are still friends of Mr. Cummings. He cuts Mr. Cummings hair every two weeks, he said, but claimed to be a silent barber as far as the Lamb case is concerned.

Pressed about whether he discussed the Lincoln House event with Mr. Cummings, Mr. Russell replied, "Well, maybe I did . . . I don't know."

Mr. Russell told Mr. Brown he did not know Sunne Miller, manager of Mr. Lamb's WTOD Toledo, but recalled that Emmett Wheaton phoned and said he wanted him to meet one of Mr. Lamb's representatives. The witness said Mr. Wheaton told him he (Russell) "didn't know who Mr. Lamb was and that I didn't know he was a rich man . . . he said that I was just going along with Bill Cummings. He said I was nothing but a sucker. That is the way he put it."

The witness said he refused to see Mr. Wheaton and left home when he came around. Mr. Wheaton earlier was identified by Mr. Lamb's Erie *Dispatch* as the subject of a bribe attempt by Mr. Cummings. Mr. Wheaton is expected to be one of Mr. Lamb's witnesses when it comes turn for WICU to present its case.

Natvig Gets Press 'Oscar'

MRS. MARIE NATVIG, Miami Beach public relations counsel who was a controversial witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. [B•T, Oct. 18, 11], was named recipient of an editorial "Oscar" last week by the Florida Press Assn. during its annual meeting at Silver Springs, Fla. She was honored for her editorial on racial discrimination in the weekly *Homestead News*. It was quoted by *Time* magazine and radio-tv commentators Fulton Lewis jr. and Drew Pearson.

Air-Way Management, Lamb Group Settle Differences

SETTLEMENT of differences between the management of the Air-Way Electric Appliance Corp. of Toledo and a stockholder group headed by broadcaster-publisher Edward Lamb and Harry S. Samuels was announced last week by Joseph H. Nuffer, Air-Way president, and Mr. Lamb. A fortnight ago the firm was enjoined by court action from interfering with a special stockholders meeting called by the Lamb group [B•T, Nov. 15].

Basis for the agreement was creation of a nine-man board of directors with equal representation for management and the Lamb group, plus a ninth member acceptable to both sides. The Lamb group, with proxies, claims to control more than 210,000 of the 366,000 shares of the company. Mr. Samuels is a New York industrialist. J. Howard McGrath, former U. S. Attorney General and counsel for Mr. Lamb's WICU (TV) Erie, Pa., in its license renewal case at FCC, has been named general counsel for Air-Way.

Agreement also involved dismissal of pending litigation around the intra-corporate dispute, it was explained. This included Mr. Lamb's $500,000 suit for libel against former directors, it was understood.

Puerto Rico Chs. Assigned

FCC last week finalized proposed rule making and amended its tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting educational ch. 11 plus for educational ch. 6 in San Juan, both in Puerto Rico.

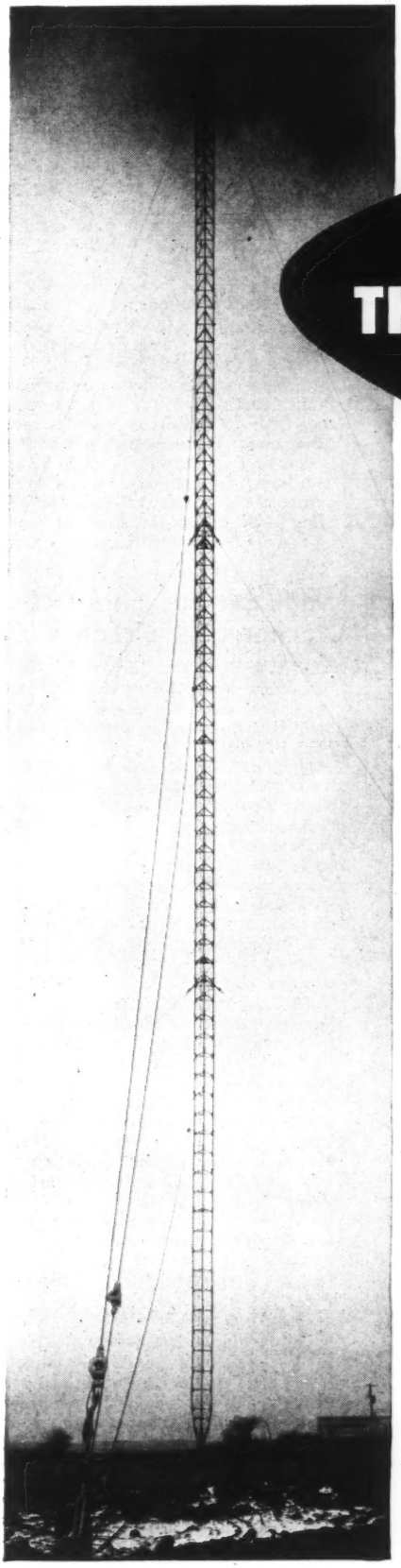
The new assignments are effective Dec. 31. Comr. Frieda B. Hennock dissented.

The rule making is a result of the problem of sub-standard spacing resulting from the choice of sites specified by WORA Mayaguez, applicant for new tv station on ch. 5 there, and the Department of Education of Puerto Rico, applicant for new educational station on adjacent ch. 6 at San Juan. Both sites are only 58.6 miles apart instead of the required 60 miles.

WTPA (TV) Sale Approved

SALE of ch. 71 WTPA (TV) Harrisburg, Pa., from Donald E. Newhouse to the local *Patriot-News* for $250,000 was approved by the FCC last week. The *Patriot-News* is owned equally by the *Long Island* (N. Y.) *Daily Press* and the *Staten Island* (N. Y.) *Advance*. All three newspapers are owned by Samuel I. Newhouse.

The Newhouse family also are owners of WSYR-AM-FM-TV Syracuse, N. Y., and 50% owners of KOIN-AM-FM-TV Portland, Ore.



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● Truscon builds them tall! Latest Truscon tower of strength to lift an antenna over the thousand foot mark now is on the air for WFMJ-TV in Youngstown. This Truscon triangular uniform guyed tower mounts an RCA antenna.

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U. S.–MEXICO TALKS 'ENCOURAGING'

But the delegates spent last week in dispute over secondary stations on the other nation's clear channels.

DIFFERENCES over assignment of secondary stations on the clear channels of the other country highlighted last week's discussions between U. S. and Mexican delegations in Mexico City, it was learned late Thursday.

The talks, still described as "encouraging," concern a prospective bilateral agreement to settle standard broadcasting (am) allocations between the two nations [B•T, Nov. 15]. The conference also is being attended by some two dozen U. S. industry observers as well as representatives of the Mexican broadcasting industry.

Mexico has indicated it would like to add a number of secondary stations there on the clear channels now under priority to eastern U. S. stations. On the other hand, the U. S. wants to bolster secondary assignments in the U. S. on Mexican clears, but would employ different standards of interference and protection. The U. S. proposal would allow many present daytime outlets here to acquire nighttime assignments, it was evident.

Most of the talks last week dealt with concepts of "formulas" for establishing interference protection, it was reported. Mexico generally prefers "station" protection while the U. S. wants to keep protection on a "channel" basis as heretofore, to the extent of the 1937 North American Regional Broadcasting Agreement.

In seeking to gain secondary stations on U. S. eastern clear channels, Mexico is said to seek use of an unsettled service contour for the protection point instead of the previous limitations of the so-called 650-mile rule or a specific signal strength at the border.

The Mexican argument, rebuffed by the U. S., is that the eastern clear channel outlets in America do not provide service in the West, hence it is unrealistic to afford them arbitrary protection to the U. S.-Mexican border and thereby preclude secondary station assignments in Mexico.

The U. S., it is understood, is willing to reciprocate on assigning secondary stations 650 miles from the border or a "reasonable" compromise, but Mexico does not feel this is realistic since only the U. S. could benefit.

The 1937 NARBA contained the 650-mile provision but this was restricted in the 1940 "gentlemen's agreement" which supplemented that NARBA in an effort to win Mexican ratification of the pact. These supplemental provisions keep the U. S. from making nighttime assignments on the Mexican channels even though they would be more than 650 miles from the border.

Mexico is not signatory to the 1950 NARBA, which awaits ratification by the U. S. Senate, but it has been hinted Mexico would like to call a new conference to negotiate a regional conference. It is doubtful the U. S. would accede to such a proposal in view of its promises to other nations under 1950 NARBA. A supplement to this treaty to bring Mexico into accord with its provisions may be an alternate suggestion, it has been stated.

'KGBS' Call Hassle

DISPUTE over who will get the "KGBS" call letter combination arose last week as FCC was ready to reassign the call to KGBT-AM-TV Harlingen, Tex., but was halted pending consideration of a petition by Storer Broadcasting Co. for temporary "reservation" of the call until Storer can decide whether to use it for newly acquired KPTV (TV) Portland, Ore., or elsewhere. George B. Storer Sr. heads Storer Broadcasting, which sold KGBS-AM-TV San Antonio to Huntress-*San Antonio Express* interests, now switching to KENS-AM-TV. Storer uses WGBS combination for its Miami interests (see story page 36).

Insurance Companies Challenge FTC Ruling

TWO health and accident insurance companies charged by the Federal Trade Commission with false and misleading advertising have told the FTC their advertising is both honest and free of deception and challenged the commission's jurisdiction over their activities.

Travelers Health Assn., Omaha, Neb., and The American Hospital & Life Insurance Co., San Antonio, where the first of the 17 insurance companies named in the FTC complaint last month to answer the charges [B•T, Oct. 25]. Eleven of the companies have been granted two-week extensions to reply and answers are being awaited from the others.

The two companies claimed the examples used by the commission had been "taken out of context." They argued that their advertisements adequately disclosed qualifying provisions of their policies and that purchasers of policies had been alerted to the actual provisions of their insurance contracts.

Travelers Health asserted that its advertising was approved by the FTC as complying with "Trade Practice Rules Relating to the Advertising and Sales Promotion of Mail Order Insurance" issued by the commission in February 1950.

One of the insurance companies named in the FTC complaint is Bankers Life & Casualty Co., Chicago, which owns KGA Spokane and KCSJ-AM-TV Pueblo, Colo.

Meanwhile, a third company asked the FTC to dismiss the charges against it. The Commercial Travelers Mutual Accident Assn. of America, Utica, N. Y., told the commission it is not engaged in interstate commerce within the definition of "commerce" in Sec. 4 of the Federal Trade Commission Act and therefore not subject to FTC jurisdiction.

AT&T Relay Comments Due at FCC by Dec. 15

AT&T was granted an extension of time by the FCC last week in which to file countercomments to broadcasters' unanimous approval of the FCC's intercity relay proposal filed two weeks ago [B•T, Nov. 18]. The new date for AT&T to submit its views on the statements made by broadcasters is Dec. 15; it was due Nov. 18.

Two weeks ago, broadcasters flooded the FCC with favorable reaction to its proposal to permit tv stations to build and operate their own intercity microwave relay systems without regard to the existence of common carrier facilities. The proposal was qualified by the FCC to permit such ownership for stations in the less dense area of the country. Most broadcasters, however, urged that it be permitted to any broadcaster, no matter what the populace of his market. Gist of the broadcasters' comments was that private relays could be built and maintained at a fraction of the cost involved in leasing facilities from AT&T, and thus permit them to furnish network service to their audience which is now economically impossible or a financial burden.

FCC regulations permit a broadcaster to build and operate his own intercity relay only until such time as a common carrier installs a link. Then, the station must discontinue the use of its own intercity connection and use common carrier facilities.

Meanwhile, the possibilities of low power television relay stations for rural areas in Canada were outlined for Montreal engineers last week by Maurice Ponte, general director of the French Compagnie Generale de Telegraphie. Mr. Ponte outlined what is being done in France and Italy with such experimental tv relay stations which can transmit programs to rural areas. He suggested that with Canada's large area a similar system might be applicable, with programs coming from an urban transmitter. This automatic relay system is now being used in certain areas of western and northern Canada for relaying broadcast programs.

Midnight Sun Files to Buy Anchorage, Fairbanks Tvs

APPLICATION for the sale of KFIA (TV) Anchorage and KFIF (TV) Fairbanks, both in Alaska, from Richard R. Rollins to Midnight Sun Broadcasting Co. was filed with the FCC last week.

Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage, KJNO Juneau and KABI Ketchikan, all in Alaska.

Consideration for the sale of the two tv facilities is 768 shares of stock, having a book value of $100,000, in Midnight Sun. The shares represent approximately 23% interest in Midnight Sun, which has agreed to elect Mr. Rollins to its board of directors.

KFIA presently is operating on its ch. 2 assignment, while ch. 11 KFIF still is in the construction stage.

The sales application disclosed that Midnight Sun has offered to buy the 1% interest held by August G. Hiebert, president and 27.6% stockholder of Northern Tv Inc., permittee of ch. 11 KTVA (TV) Anchorage, and applicant for new tv station on ch. 11 at Fairbanks.

Mr. Hiebert has refused to sell his 1% interest in Midnight Sun, the application disclosed. In seeking Commission approval to the sale, Midnight Sun has therefore requested waiver of the FCC duopoly rule which forbids ownership of any interest by any one entity in two stations in the same market.

New Ephrata, Pa., Daytimer Granted to Garden Spot Firm

NEW daytime am station at Ephrata, Pa., on 1310 kc with 500 w, utilizing a directional antenna, was granted by the FCC last week to Garden Spot Broadcasters Inc. Principals include Samuel R. Youse, engineer at WLBR Lebanon, Pa., and John N. Norris, station manager of WGCB Red Lion, Pa.

Meanwhile, the Commission designated for hearing the applications of Mildred V. Ernst and Thermopolis Broadcasting Co., both requesting a new am station at Thermopolis, Wyo., to operate fulltime on 1240 kc with 250 w. KRAL Rawlins, Wyo., was made a party to the hearing.

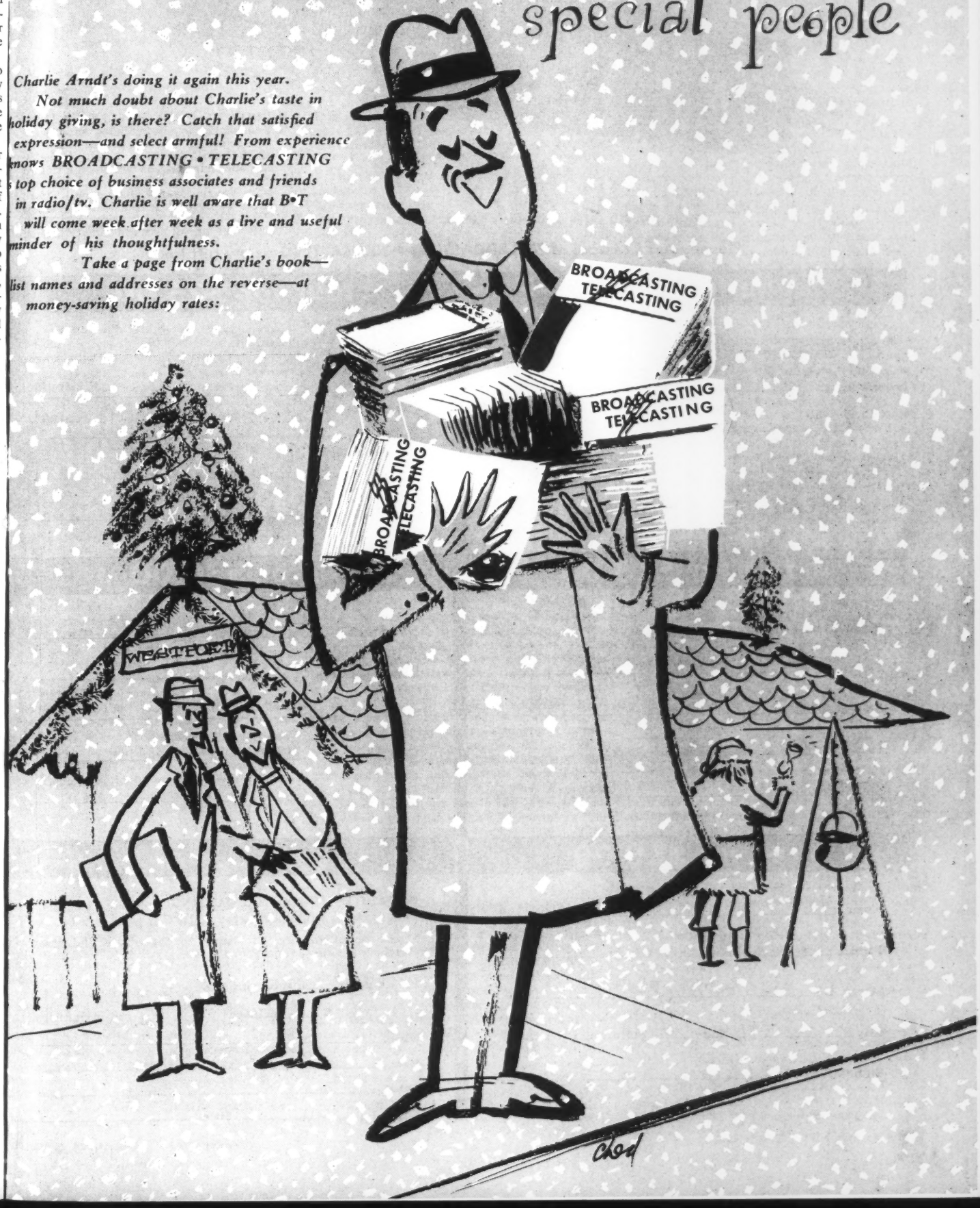
Mrs. Ernst is joint owner with her husband,

SPECIAL GIFTS for special people

Charlie Arndt's doing it again this year.

Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience knows BROADCASTING • TELECASTING top choice of business associates and friends in radio/tv. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.

Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:



Holiday gift subscription list

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

BROADCASTING & TELECASTING Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription, Yearbooks are $3.00 each.) These rates apply only in the United States, Possessions and Territories. Add $1.00 per year on all foreign subscriptions.

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three for $19.00

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four for $25.00

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1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter ____ subscriptions.

$____ enclosed ☐ bill in January

Name_____

Firm_____

Street_____

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Joseph P. Ernst, of KWOR Worland, KWRL Riverton and KGOS Torrington, all Wyo.

In other actions, the FCC denied the request of Charles F. Sebastian, permittee of WCFS Harvey, Ill., that the Commission delete its condition to the WCFS grant that he divest himself of any interest in WTAQ La Grange, Ill., before commencing program tests.

Also, the FCC advised WSAY Rochester, N. Y., that its application to modify its permit for extension of completion date from Nov. 1 to May 1, 1955, indicates the necessity of a hearing. WSAY is seeking Commission authority to increase its power from 1 kw to 5 kw on 1370 kc fulltime.

Fourth Conelrad Test Staged Over Nation

THE fourth nationwide test of Conelrad was carried out between 1:30-4:30 a.m. last Wednesday by the Air Force and FCC.

Some 1,300 of the nation's 2,400 am radio stations participated in the early morning alert staged by Conelrad (control of electromagnetic radiations). Conelrad is designed by FCC, the military and participating commercial radio outlets to foil navigators of enemy bombers in locating areas for attack.

Although some stations took part in the program during their normal hours of operation, many stations stayed on the air later than their usual hours to participate in the defense plan.

The participating stations all switched to 640 or 1240 kc, with stations programming emergency messages by local civil defense officials for an average of 30 seconds, then switching off for an average two to three minutes through the alert period.

The system allows radio facilities to keep operating so listeners can be advised what to do during an atomic attack.

Meanwhile, planes from the Air Force's 11 air divisions over the U. S. simulated enemy bombers trying to find vital areas by "homing" on radio beams.

Results of the Conelrad test will be gathered and evaluated over a period of about a month by FCC, the Air Force and the Federal Civil Defense Administration.

FCC said initial reports from the New York and Washington areas indicated coverage was "adequate" on the 640 kc frequency in both areas, but that Washington coverage on 1240 kc was only over a radius of five or six miles.

Civil defense officials in Massachusetts said the test was not satisfactory and that there were things still to be worked out. Workers listening to the test said volume was not too good.

VOA Airs Schedule From D. C. Quarters

THE Voice of America now is airing its complete schedule of some 75 programs in 38 languages overseas from the nation's capital, according to Theodore C. Streibert, director of the U. S. Information Agency. It completed the move from former New York quarters Nov. 1.

The last major part of the move was the shift of the Voice's European division Oct. 16 to VOA's new location in the Health, Education & Public Welfare Dept. Bldg. The 31 hours of daily overseas programming at present are being routed through the old master control board in New York until similar facilities are completed in Washington.

Eight of the Voice's 14 new studios have been put into operation.

SEN. MAGNUSON WANTS 'FULL REPORT'

If the Washington State Democrat gets Commerce Committee chair in new Senate, he expects subcommittees to make an accounting.

SEN. WARREN G. MAGNUSON (D-Wash.) said last week that if he becomes chairman of the Senate Commerce Committee under a Democratic organization of the Senate in the next Congress he will call for a full report of activities by the Communications Subcommittee and other subcommittees.

The Senate Communications Subcommittee, under Sen. Charles E. Potter (R-Mich.), held hearings last spring on uhf troubles [B•T, May 24, *et seq.*]. Although the hearings have been published, no report has been made by the subcommittee and no indication has been made that one is intended.

Presumably, no report was made because Sen. John W. Bricker (R-Ohio), chairman of the full Senate Commerce Committee, took matters into his own hands—first, by introducing a bill calling for regulations of networks by the FCC [B•T, May 17]; and, second, by announcing an investigation of the networks and the "whole uhf-vhf situation" [B•T, July 19, *et seq.*].

Sen. Magnuson, in his statement last week, said if he takes over the Senate Commerce Committee in the next Congress, he will ask each of the six subcommittees to make "a complete report on its past activities" and will invite the advice of members of each unit on "work facing it for the next two years."

The Washington State Democrat said he will make no plans for the committee's activities until after the Senate group is set up.

Subcommittee Lineup

Members of the Senate Communications Subcommittee, as presently composed, include:

Chairman Potter, Sens. Andrew F. Schoeppel (R-Kan.), John O. Pastore (D-R. I.) and Earle C. Clements (D-Ky.), who replaced Sen. Lester C. Hunt (D-Wyo.) upon his death. The Senate seat of Sen. Eva Bowring (R-Neb.), a member of the subcommittee, has been taken by Mrs. George P. Abel (R-Neb.), who will serve the interim term ending Jan. 3. Sen. Abel has not been seated on the Senate Commerce Committee, leaving one seat vacant.

Who would head the Communications Subcommittee under a Democratic reign is problematical. Sen. Pastore is ranking Democrat on the subcommittee and in the new Congress would become third ranking Democrat on the full committee. Second-ranking Democratic member, Sen. Lyndon B. Johnson (Tex.), is unlikely to be available for subcommittee activities if he becomes Senate majority leader, as expected.

Sen. A. S. Mike Monroney (D-Okla.), who ranks fourth among Democrats, has shown a great deal of interest in communications, and possibly could be named to head the communications unit if the subcommittees were reshuffled. Sen. George A. Smathers (D-Fla.) is fifth-ranking Democrat, followed by Sen. Clements, sixth. Sen. Edwin C. Johnson (D-Colo.), present ranking minority member and expert on communications matters, leaves a committee seat vacant upon his retirement from the Senate Jan. 3.

Republicans, in order of rank, are Sen. John W. Bricker, present chairman, and Sens. Schoeppel (Kan.), John Marshall Butler (Md.), Potter, James H. Duff (Pa.), William A. Purtell (Conn.), and Frederick G. Payne (Me.).

Sen. Magnuson in his statement last week took note of the current probe of the networks and the uhf-vhf situation by an investigative staff named by Sen. Bricker, and noted Sen. Bricker's pending network regulation bill.

Although it has been reported that Democrats are likely to curtail the network investigation or change its direction, Sen. Magnuson has declined to comment on his intentions in that respect.

According to Robert F. Jones, who heads the committee's investigation staff as majority counsel, the investigation is being carried out with no change of plans, despite apparent upcoming Democratic control of the Senate in the new Congress in January.

Nevertheless, no new questionnaires nor "letters requesting information" have been sent out since queries were mailed to the FCC [B•T, Oct. 11] and the tv networks [B•T, Oct. 25]. The investigation staff had indicated all individual tv outlets also would be queried on information not available from the FCC or the networks.

Neither the FCC nor the networks have made formal replies to the questionnaires up to now.

Under Democratic organization of the Senate, Harry M. Plotkin, minority counsel for the investigation, might be named to the post of majority counsel to head the investigation, switching places with Mr. Jones, who would become minority counsel. Neither Mr. Jones nor Mr. Plotkin have commented on whether they would accept the new posts under such a switch, if offered. Nicholas Zapple, as the committee's communications counsel, has been coordinating the investigation.

Protest of KTVH (TV) Is Renewed by KAKE-TV

REQUEST that the FCC issue a cease and desist order against KTVH (TV) Hutchinson, Kan., to prohibit it from identifying itself as a Wichita station was filed last week by KAKE Broadcasting Co. (KAKE-AM-TV Wichita).

KAKE claimed that KTVH's advertisements were designed to identify the ch. 12 Hutchinson station with Wichita. It submitted copies of trade paper ads and of one newspaper story which coupled KTVH and KEDD (TV) Wichita as Wichita stations.

Last summer, the merger of KTVH and KFBI Wichita was announced. Application for FCC approval was filed. KAKE filed a petition asking that the merger be set for a hearing on the ground that the CBS-TV affiliated KTVH would increase its Wichita "emphasis" if the merger was approved, and also that KFBI would gain a CBS-Radio affiliation, in place of its present ABC affiliation. Two weeks ago, the merger application was withdrawn [B•T, Nov. 8, Oct. 18, Aug. 16].

KAKE-TV operates on ch. 10 and is affiliated with ABC. KAKE is affiliated with CBS.

WSAY Plea Dismissed

REQUEST of WSAY Rochester asking FCC to require WHAM-AM-TV there to negotiate right-of-way to WSAY's proposed tv transmitter site has been dismissed by the Commission since rules apply only to common antenna sites of fm or tv permittees. FCC noted WSAY doesn't have fm or tv permit, was turned down by local zoning board on tower proposal.

KTRK-TV Start 'Ban' Denied to KGUL-TV

EFFORT of ch. 11 KGUL-TV Galveston, Tex., to block an authorization for ch. 13 KTRK-TV Houston to commence commercial operation (story page 102) was turned down by FCC last week but KGUL-TV was given an earlier hearing date on an economic protest filed against it by the Houston station.

The hearing, to commence today before Examiner John B. Poindexter, was ordered by FCC last month on the basis of a Sec. 309(c) petition filed by KTRK-TV against the Commission grant to KGUL-TV for a move of the Galveston station's transmitter site to a location nearer Houston [B•T, Nov. 1]. KTRK-TV claimed KGUL-TV was making the move in order to retain its CBS-TV affiliation and cover both markets. KTRK-TV has an ABC-TV affiliation.

KGUL-TV argued that it puts a Grade A signal into Houston without moving its transmitter site, hence coverage is not an argument. The Galveston station wanted to stay commencement of KTRK-TV in order to maintain the *status quo* pending its hearing, previously scheduled Dec. 7.

FCC Decisions Upheld In Two Court Appeals

THE U. S. Court of Appeals in Washington upheld the FCC in two broadcast cases last week.

In the one instance it upheld the Commission's right to order WGRD Grand Rapids, Mich., to cease broadcasting before local sunrise [B•T, Oct. 11], and in the other it affirmed the FCC's action in defaulting Colonial Television Inc., applicant for ch. 3 Montpelier, Vt. [B•T, Nov. 8].

WGRD's contention—that the Commission's order prohibiting it from broadcasting before local sunrise was a modification of its license—was denied by the court, with Circuit Judge Wilbur K. Miller writing the decision in which Circuit Judges Henry W. Edgerton and Charles Fahy joined. The court also refused to accept WGRD's claim that there is a difference between "objectionable" and "undue" interference.

Both WGRD and WING Dayton, Ohio, operate on 1410 kc. The Commission ordered WGRD to cease pre-sunrise operations when WING complained last year of interference to its own pre-dawn broadcasts.

In the Montpelier case, Colonial Television was defaulted when it allegedly refused to enter an affirmative case against WCAX Broadcasting Co., seeking the same channel. It claimed it had a right to remain in the hearing to oppose the WCAX application. The FCC refused to accept this position and awarded the channel to WCAX; the station is now WMVT (TV) Montpelier. The court entered a *per curiam* decision affirming the FCC's action.

FTC Examiner Backs Ad

AN INITIAL DECISION by a Federal Trade Commission hearing examiner would dismiss the commission's complaint charging The Blanton Co., St. Louis, Mo., with representing Creamo oleomargarine as a dairy product in radio and print advertising. Referring to the company's representations that Creamo is made "with sweet fresh milk plus pure cream," the examiner held that the product does contain substantial quantities of skim milk and U. S. standard cream and that the questioned advertising states the product is oleomargarine.

NEWS DIRECTORS CONFER AWARDS

Four stations in U. S. and one in Canada among winners announced at last week's RTNDA convention.

FOUR U. S. stations were recipients of awards or citations presented by the Radio-Television News Directors Assn. at the banquet climaxing its annual convention in Chicago last week (see story, page 66).

KRNR Roseburg, Ore., received the "Outstanding Achievement Citation" for general radio news reporting, the only U. S. station to be cited in the radio category. CFQC Saskatoon, Sask., won the "Outstanding Radio Operation" award for the second time in the history of the awards. Godfrey Hudson, news director, was cited for his work in that field.

The judges made no award for outstanding tv news operation, feeling that no stations qualified for the honor. They did, however, extend a major tv special events award to WBZ-TV Boston and News Director W. C. Whitmarsh for coverage of hurricane Hazel.

Additionally, two "Distinguished Achievement Citations" were meted out to (1) WSAZ-TV Huntington, W. Va., and its news director, Nick Basso, for tv news and to (2) WJAR-TV Providence, R. I., and its Warren Walden for special events coverage.

The competition was conducted in cooperation with Northwestern U.'s Medill School of Journalism. Judges were Tom Eaton, WTIC Hartford, William Small, WLS Chicago, and Robert Rowley, Cleveland, Ohio, tv news editor.

NBC Shows Score Heavily In Christopher Awards

NBC Radio and NBC-TV shows dominated the Christopher Awards for radio-tv, announced Thursday by Rev. James Keller, M. M., director of the religious movement.

Radio awards went to producer-director Wallace Magill for the May 17 *Bell Telephone Hour* and to producer-director Albert McCleery and writer Ted Wear for "Proclaim Liberty," programmed July 4 on the *Inheritance* series. Both were on NBC Radio.

In television, NBC-TV scored with "Great Expectations," shown June 14 and 21 on *Robert Montgomery Presents* (winners: producer Robert Montgomery, director Norman Felton and scriptwriter Doria Folliat), and with "Crusade Without Conscience," a Sept. 7 presentation of *Fireside Theatre* (winners: Frank Wisbar, producer-director, and Michael Foster, teleplaywright). Other networks cited were ABC-TV, with producer Louis Edelman, director Sheldon Leonard and writers Alan Lipscott and Bob Fisher, as awards winners for the April 6 play, "Birthday for Julia," presented on *Make Room for Daddy* which stars Danny Thomas, and CBS-TV, with Producer Felix Jackson, Director Franklin Schaffner and writer Reginald Rose as awards winners for the Sept. 30 play, "12 Angry Men," presented on *Studio One*.

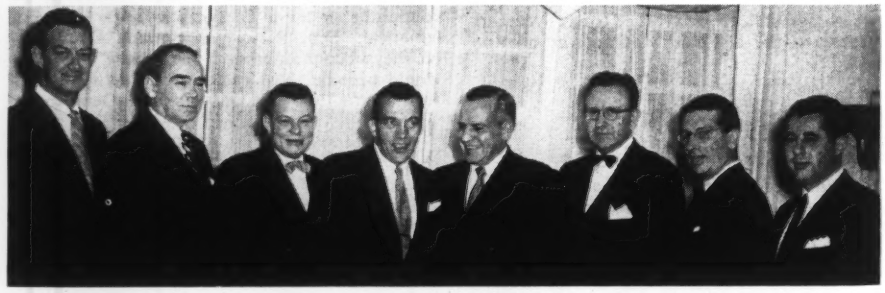
Other awards in the entertainment field were for songwriting—Irving Berlin for "Count Your Blessings"; and for movies—producer Arthur Freed, director Vincente Minnelli and writer Alan Jay Lerner for MGM's "Brigadoon," and producer Aaron Rosenberg, director Anthony Mann and writers Valentine Davies and Oscar Brodney for "The Glenn Miller Story" (Universal-International).

The Christopher movement, founded in 1945, presents semi-annual awards in the entertainment field in April and November to individuals "whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all." Bronze medallions are presented to each winner with the Christopher motto inscribed.

Dawson of WOR Wins Award by Mennen Co.

SELECTION of Art Dawson, merchandising manager of WOR New York, as recipient of the semi-annual Achievement Award presented by The Mennen Co., Morristown, N. J., was announced last week by Leonard V. Colson, Mennen advertising director. Citation is "for intelligent and excellent cooperation in aiding our advertising efforts."

Awards are made by Mennen for cooperation with the company's advertising schedule. To participate in the WOR Merchandising Plan, Mennen bought a saturation campaign of station breaks during the 13-week summer period through Kenyon & Eckhardt, New York.



PRINCIPALS at the first annual awards dinner of the advertising industry and allied fields, held at the Waldorf-Astoria in New York on Nov. 11 with network presidents as the awards winners, are shown above (l to r): Sylvester L. Weaver Jr., NBC president; J. L. Van Volkenburg, CBS-TV president; Robert E. Kintner, ABC president; Ed Sullivan, CBS-TV *Toast of the Town* star and toastmaster at the dinner; William B. Lewis, president of Kenyon & Eckhardt, chairman; J. Glen Taylor, Mutual vice president who represented President Thomas F. O'Neil; Adrian Murphy, president of CBS Radio, and Ted Bergmann, managing director of DuMont Tv Network. The dinner was held under auspices of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

SPECIAL CITATION in conjunction with the Carol Lane award, one of 12 given annually to non-professional women in safety work, is presented to Jill Jackson, WWL New Orleans, by C. W. McDowell (l), New Orleans Marketing Div. of the Shell Oil Co., which supports the award through a grant in funds, and Rene R. Nicaud, vice president of the Metropolitan New Orleans Safety Council. The special citation was given to Miss Jackson for her weekly child safety program, *Precious Lives*, which is broadcast remote from New Orleans schools by WWL, and for her outside work on the safety program.

PALSY AWARDS GO TO RADIO-TV

Cerebral palsy association presents plaques for industry's five-year support of fund drives at convention.

PLAQUES in recognition of five years' support of the cerebral palsy drives, sponsored by United Cerebral Palsy, were presented to the broadcasting industry, news services and representatives from related fields at a luncheon meeting in Washington last Thursday at the start of UCP's annual convention.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. and president of UCP, presented awards to ABC; CBS; DuMont; MBS; NBC; Associated Press; United Press; International News Service; The Advertising Council; Alan E. Freeman, president of Deluxe Labs; Edward L. Hyman, vice president of United Paramount Theatres; Herman Robbins, president of National Screen Service, and Dennis James, tv star and m.c. on a number of palsy telethons.

Among those present at the luncheon were Theodore Repplier, Advertising Council president; Robert W. Sarnoff, NBC executive vice president; John M. Mitchell, MBS vice president; John Bachem, DuMont general manager; William C. Payette, UP director of television news; Hugo Seilder, INS; Louis Whiton, UCP chairman of the board and Prat-Daniel Corp. president, and Jack Hausman, UCP executive vice president, UCP board chairman in New York and president of M. Hausman & Sons.

Mr. Goldenson has served as UCP president since he helped form the organization in 1949. He announced at the luncheon meeting that he would not be a candidate for re-election although he intends to continue to take an active part in UCP.

Get IDECO planning and design too . . . make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don't just SPEND them!

Your contract for an Ideco tower is a wise investment . . . an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment . . . make a thorough final inspection . . . and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year . . . even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered *triangular* design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances . . . with pre-determined stresses . . . for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

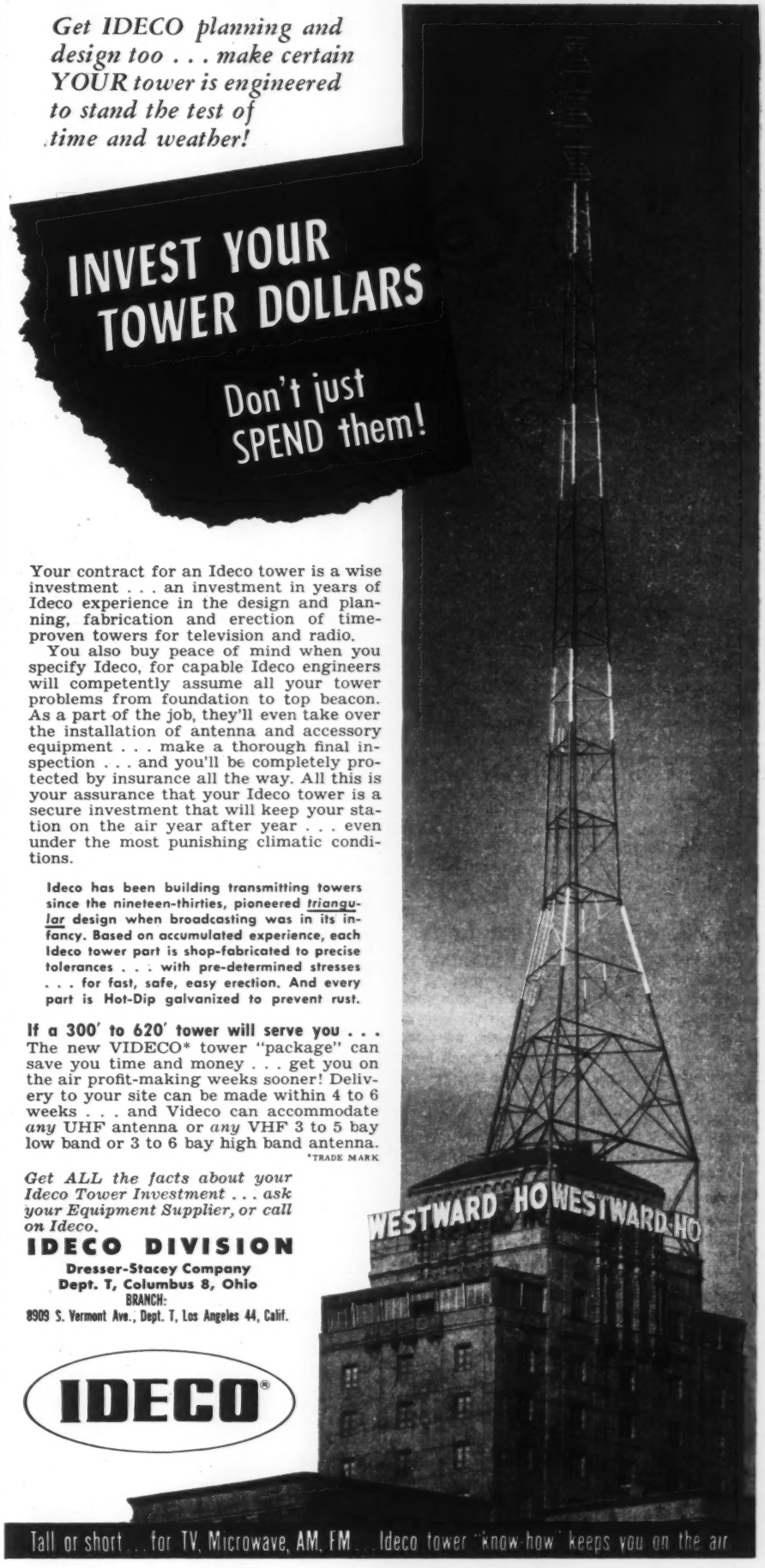
If a 300′ to 620′ tower will serve you . . . The new VIDECO* tower "package" can save you time and money . . . get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks . . . and Videco can accommodate *any* UHF antenna or *any* VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

*TRADE MARK

Get ALL the facts about your Ideco Tower Investment . . . ask your Equipment Supplier, or call on Ideco.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
BRANCH:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IDECO®



Tall or short . . . for TV, Microwave, AM, FM . . . Ideco tower "know-how" keeps you on the air

AFM, AGVA REACH NON-RAIDING PACT

One condition of the agreement is that pending legal action in Canada by the guild will be dropped.

AMERICAN Federation of Musicians and the American Guild of Variety Artists last week signed a "non-raiding agreement," which AGVA had canceled with the musicians in October 1953. One condition of the agreement is that pending legal action in Canada brought by the guild and certain of its members will be withdrawn immediately.

Renewal of the agreement, according to AFM, "forecasts the end of jurisdictional troubles that have plagued various segments of the entertainment industry in the U. S. and Canada for more than a year." AFM and AFTRA have been involved in a similar jurisdictional fracas during the past seven years, but an AFM spokesman said that no steps have been taken to effect a solution.

The agreement is for a five-year term, renewable by either side for an additional five years. It lacks the 60-day cancellation clause of the previous agreement.

In Canada, results of the settlement between AGVA and AFM means that Canadian stations can bring in American singers, including Canadian groups and individuals who are members of AGVA in the U. S. AFM's Canadian union had an arrangement under a new contract with the Canadian Broadcasting Corp. that its musicians would not play for AGVA members. As a result AFM had started an auxiliary union in Canada which AGVA members had to join at an initiation fee of $10 and half-yearly dues of $12. This auxiliary union is now to be disbanded and the fees to be returned to the former AGVA members, who will now rejoin AGVA.

WMAL-AM-TV Strike Ends

FOUR-DAY AFTRA strike at WMAL-AM-TV Washington ended early Nov. 13 after an all-night negotiating session. WMAL announced all disputed points had been resolved. Existing base pay for announcers under the new contract ranges from $60 to $110, the peak figure for seven-year employes. A graduated fee system was adopted, based on the number of spots announced per week. Taking part in the negotiations were Robert Jonscher, radio manager of Evening Star Broadcasting Co., representing Frederick W. Houwink, general manager of the stations; Harold Boyd, assistant to the business manager of the *Washington Star*; Mrs. Evelyn Freyman, executive secretary of the AFTRA local, and James A. Holden, federal mediator.

YOUNGEST member of American Federation of Television & Radio Artists, two-month-old Paula Ann Cook, is "congratulated" by (l to r) George Palmer, AFTRA Cincinnati local chapter president, Sgt. Merrill Cook, USAF, her father, Mrs. Peggy Cook, the mother, and Ruth Lyons, hostess of the *50-50 Club*, daily two-hour show originating in Cincinnati over WLWT (TV). Paula Ann, who was awarded a lifetime AFTRA membership, was born in September during "Miracle of Birth," one program of the WLWT medical series *Let There Be Life*.

SWG Report Reveals Losses

LAST financial report of Screen Writers Guild, now part of Writers Guild of America West, shows that only $13,000 of a total $98,000 in assessments levied during the past year, based on SWG members' writing income, came directly from tv writing.

The report, issued by SWG Treasurer Harold Greene, reveals the SWG-Tv Writer's Group received only $30,200 in assessments during a three-year period, against $102,000 SWG had expended in the tv field during that period. However, with video writing presently a separate entity under the new WGA constitution [B•T, Nov. 8], and with NLRB certification proceedings currently underway to permit national Writers Guild of America to assume representation in the live tv field, the new group will be able to balance SWG-TWG losses in the past, Mr. Greene stated.

AFTRA Pays Actors Residuals

AMERICAN Federation of Tv & Radio Artists, Hollywood, is distributing $20,000 in additional payments to some 63 actors for use of 91 *The Ruggles* series kinescopes on KHJ-TV Hollywood. AFTRA announced the payments, part of a prior agreement between Bob Reisbeck, series producer, and the union, bring the total residuals for this series to over $100,000.

SCREEN ACTORS TO ASK BOOST IN MINIMUM PAY

Sliding scale based on number of spoken lines may be among demands guild will make in forthcoming contract talks.

SUBSTANTIAL increases in salary minimums, with a possible new sliding scale based on number of spoken lines, will be asked for tv film performers by Screen Actors Guild in forthcoming negotiations with tv film commercial and program producers.

So stated John L. Dales, national executive secretary, at the annual SAG membership meeting in Hollywood last fortnight. He also told members that the union will seek "substantial changes and increases in formulas for tv repayments."

To screen actors earning to $7,500 annually, constituting 70% of SAG Class A (Senior) membership, tv now supplies 46% of income, according to a Guild employment survey, results of which were released at the meeting.

Kenneth Thompson, Guild tv director, announced that residual payments to SAG members reached $268,294, with $190,329 paid on 480 film tv programs during 10 months since start of re-run payments (not including advance payments made to actors at time of employment) with an additional sum of $77,965 received from Allied Artists Pictures (formerly Monogram) for actors' tv rights in theatrical pictures made since August 1948.

Construction of the new $200,000 SAG headquarters building in Hollywood, to start shortly, was described to the membership by SAG president Walter Pidgeon. Completion is expected next October.

Results of the SAG election [B•T, Nov. 8] were announced, with the entire administration slate elected by a safe majority. Guild officers, including Mr. Pidgeon; first vice president, Leon Ames; second vice president, John Lund; third vice president, William Holden; recording secretary, Paul Harvey, and secretary, George Chandler, were re-elected without opposition.

Elected to the SAG board of directors for three year terms were Hillary Brooke, Chick Chandler, Nancy Davis, Rosemary DeCamp, Ann Doran, Frank Faylen, Robert Keith, Frank Marlowe, Juanita Moore, Gil Perkins and John Russell; for two year terms, Philip Ober (no opposition), and one year terms, Irving Bacon, Ted DeCorsia and Regis Toomey.

A-J (Junior) members elected to the SAG board for three year terms were Philo McCollough and Dorothy Phillips.

KNX Cancellation Move Voted by WGAW Members

AT FIRST Writers Guild of America West election meeting in Hollywood last week [B•T, Nov. 8], membership unanimously authorized the WGAW council and radio branch board to serve KNX Hollywood with a 60-day contract cancellation notice, to clear way for possible strike action against the station.

Three month negotiations with KNX, in which Les Farber and Gomer Cool represent the new writers union, have revolved mainly around wages and material ownership for station news continuity writers.

Ballots on four proposed WGAW constitutional amendments, of which one would have barred communists or hostile witnesses before congressional committees from guild membership, were impounded at the request of Writers Guild of America East, New York. WGAE asked a vote count postponement when New

SOUTHEAST Gates • ATLANTA
1133 SPRING ST., N. W.
TELEPHONE - - ELGIN 0369
— FOR ALL BROADCAST EQUIPMENT NEEDS —

Let's Talk Turkey

Along about this time of year, businessmen in the broadcast industry start to list heavily toward the adding and subtracting department to see how they've "cashed in". A lot of them don't.

That's true of *any* business, from shoehorns to salami.

Why? There are hundreds of reasons . . . and nobody feels happy about any of them, from the mailboy to the owner.

But most times a "reason" that doesn't show up on the debit and credit sheets is a downright lack of good, consistent advertising and promotion in the *right* places.

Actually, the reason's pretty simple: Here it is—

Independent surveys have proven over and over again that there's only *one* publication in a specialized field like broadcasting—and *that,* Harry J. Holmes, goes for television, too—that dominates the field.

Yes, there's always a B or Y or X or however the statisticians see him. But mostly he's an "in-curve"; he's nothing like old Mr. "A". The latter's a straight "mitt catch" that throws 'em out before they've thought of the word "first."

Mr. "A" is a N. Y. Times in *his* field; a St. Louis Post Dispatch, a TIME, FORTUNE, NEW YORKER or whatever you've got among America's great publications.

Mr. "A" has been around. He's walked with his industry in kneepants. His book is a sort of bible edged with crack reporting, editing and a phenomenal knowledge of his field. Mr. "A" has a monopoly on the *right* people you want to sell.

We're sorry, but they're the facts.

So, if you're in radio and/or television to make *profits* —and we'd be delighted to meet the man who isn't— your advertising and promotion belong in the pages of a magazine like BROADCASTING • TELECASTING, the most powerful, and predominant news weekly of its kind in the industry.

We hate to sound vain, but mere association with BROADCASTING • TELECASTING is, in itself, an unduplicated passkey to the eyes and minds of the men and women who make the decisions that decide your *profits.*

Remember—you're not in AM-TV if you're not in . . .

BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C. ME 8-1022

York state corporation law complexities forced the group to delay its first meeting until Dec. 15 at which time WGAE also will vote on amendments.

At western meeting, Richard Breen was elected president; Paul Franklin, vice president; Curtis Kenyon, secretary-treasurer, and Julius Epstein, Sonya Levien, Ranald MacDougall and Frank Nugent, WGAW council trustees.

Elected radio writer branch officers were: president, David Friedkin; vice president, Antony Ellis; secretary-treasurer, David Greggory, and as radio representatives to WGAW council, Mr. Cool, Don Quinn and Maurice Zimm.

Elected tv writer branch officers were: president, Fenton Earnshaw; vice president, Dwight Babcock; secretary-treasurer, Morgan Cox, and as tv representatives to WGAW council, David Dortort, Howard J. Green and Erna Lazarus.

Frances Ingles, former Screen Writers Guild executive secretary, was elected to a similar WGAW position.

Vote tally for board members of various individual branches—tv, radio and screen—were incomplete and will be announced later, union officials said.

WGN-IBEW Sign Pact

TWO-YEAR pact with IBEW covering radio-tv technicians at WGN-AM-TV Chicago, retroactive to Oct. 1, 1954, has been announced by Frank P. Schreiber, manager and treasurer. Technicians are granted a $7.50 weekly boost and additional equivalent increase effective Oct. 1, 1955. Starting scale for engineers is $85 per week and jumps to base pay of $157.50 over a four-year period.

Land Grant Schools Hear About Educ. Tv

THE Educational Television & Radio Center is furnishing five hours of programs weekly to eight "affiliated" educational tv stations, Dr. Harry K. Newburn, president of the Ann Arbor, Mich., organization, announced last week during an educational tv session at the 68th convention of the Assn. of Land-Grant Colleges & Universities in Washington's Hotel Statler Nov. 16-18.

These eight stations pay a "modest" fee for this service, Dr. Newburn said. He also spoke of renting programs to universities without tv adjuncts for use on local commercial tv stations.

In the Ann Arbor Center's exchange service, the center pays $5 per minute and all recording costs for programs it selects for exchange from the originating station, Dr. Newburn said. He also spoke of forthcoming exchange programs with Canadian Broadcasting Corp., British Broadcasting Corp., commercial film producers, commercial tv stations and the tv networks.

Iowa State officials discussed the experiences of its six-year-old quasi-commercial, educational WOI-TV Ames, Iowa. The ch. 5 station accepts "selected" network commercial programs, for which it receives the regular affiliate's rate, but does not accept local or national spot accounts.

WOI-TV covers half of Iowa's one million people, Dr. J. H. Hilton, president of Iowa State, said. He added that the income from network affiliation is used solely to defray the expenses of the school's radio-tv stations (WOI-AM-FM-TV).

In referring to the use of network programs, Dr. Hilton said they were used to "enlighten the people and to build audiences for our local educational programs."

WILLIAM S. PALEY (r), CBS board chairman, and George C. McConnaughey, new FCC chairman, exchange greetings at last month's National Assn. of Educational Broadcasters' luncheon in New York [B•T, Nov. 1].

Value of tv to farm extension programs was cited by Dr. Harold Gunderson, professor of entomology at Iowa State. Last year, he told his audience, he gave three 12-minute talks on rat control over WOI-TV. They required three hours preparation. More than 3,000 requests were received for material offered on those programs. He compared that result with his 1952 activity which consisted of traveling 23,869 miles, addressing 5,000 people at 108 meetings, and making 261 farm visits and 90 radio talks.

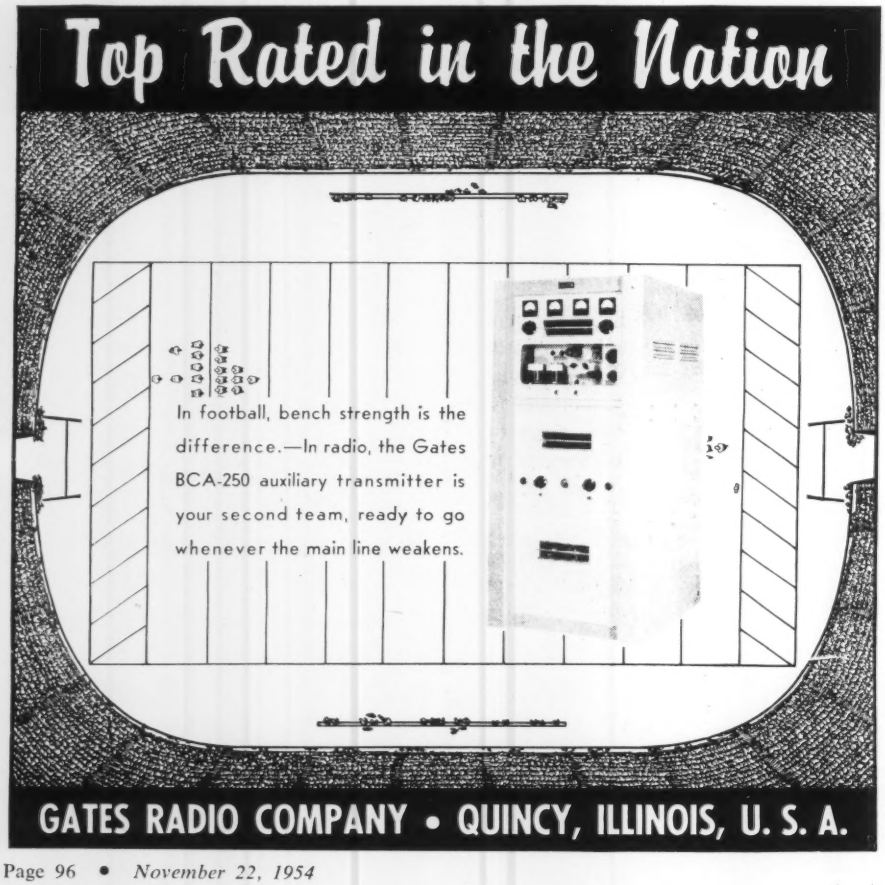
The Iowa State tv station began operation with an investment of $125,000 and five employes in addition to the staff of WOI, Richard B. Hull, Iowa State radio-tv director, said. There now are 100 on the staff of the tv station alone, he said.

Oklahoma has more than $1.75 million in cash and facilities for building educational tv stations in Oklahoma City and Tulsa, John W. Dunn, director of the Oklahoma Educational Tv Authority, reported. This consists of $750,000 from the state, $900,000 in cash and facilities from commercial telecasters, and $100,000 raised from private donors, he said.

Miss Frances Scudder, director, Home Economic Programs, U. S. Dept. of Agriculture Extension Service, reported that 372 home demonstration agents in 43 states participated in 1,600 tv shows in 1953. This year, it is estimated that they will participate in 2,500 tv shows, she said.

Others who participated in the educational tv sessions, which were held under the aegis of the Joint Committee on Educational Television, were:

Dr. David D. Henry, executive vice chancellor, New York U. and chairman of JCET; Milton Muelder, dean, School of Science and Arts, and D. B. Varner, director, Cooperative Extension Service, Michigan State College; L. H. Adolfson, director, Extension Division, U. of Wisconsin; H. B. McCarthy, director, Radio-Tv Educational Division, U. of Wisconsin and executive director, Wisconsin State Radio Council; J. Harris Purks, provost, U. of North Carolina, and Dr. O. S. Willham, president, Oklahoma A&M College.


Top Rated in the Nation
In football, bench strength is the difference.—In radio, the Gates BCA-250 auxiliary transmitter is your second team, ready to go whenever the main line weakens.
GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

Radio, Tv, Movies Again Blasted by Publicist Bernays

RADIO, television and motion pictures were characterized last fortnight by Edward L. Bernays, consultant and public relations counsel, as "escape diversions" which discourage intellectual interests.

Mr. Bernays cited this as one of four "adverse" social trends that must be fought by adult education if Americans would be well equipped to meet the requirements of a free society. He spoke at a panel session of the National Adult Education conference in Chicago.

Mr. Bernays has been a prime mover behind various surveys purporting to show that Americans dislike tv commercials and certain programming of commercial tv stations.

Paul Sheats, president of Adult Education Assn., and George Fern, president of the Council of National Organizations, an NAE affiliate, received an award on behalf of NAE from the National Citizens Committee for Educational Television for stimulating the public interest in that medium.

Hofstra College Gets Grant

AN $11,000 grant has been awarded to Hofstra College, Hempstead, L. I., by the Educational Television and Radio Center, Ann Arbor, Mich., to help pay the production costs of the *People* series, which is produced by the college and telecast as a public service by WPIX (TV) New York (Mon., 9-9:30 p.m.)

The series, featuring Dr. Matthew N. Chappell, chairman of the psychology department of Hofstra, and his assistant, Dr. Herman Godberg, is produced by Worthington Gregory and directed by Jack Felice of the WPIX (TV) staff. Kinescopes of *People* will be forwarded to the television and radio center for distribution throughout the nation.

KQED (TV) Launches Drive

KQED (TV) Berkeley, Calif. (ch. 9), in a continuing program to sell the educational outlet to the general public, last week launched its first nine-county membership drive.

The campaign "Sign for Nine" will run for a month and will feature four live programs a week each devoted to a city in the San Francisco Bay Area. Civic groups working to boost the $10,000 public subscription drive include the Junior Chamber of Commerce, American Assn. of University Women, the Parent-Teacher Assn., and various professional bodies.

KQED has been broadcasting on a three-nights-a-week schedule using only kinescope films from other educational and commercial stations. The "Sign for Nine" campaign is the first to emanate from the station's new studios.

EDUCATION PEOPLE

Al Preiss, tv public relations counselor and researcher, Hollywood, named to faculty, telecommunications dept., U. of Southern California, L. A.

Glenn E. Watts, president, Washington, D. C. Industrial Union Council, CIO, and **J. C. Turner,** business manager, International Union of Operating Engineers, Local 77, appointed public members, board of trustees, Greater Washington Educational Television Assn.

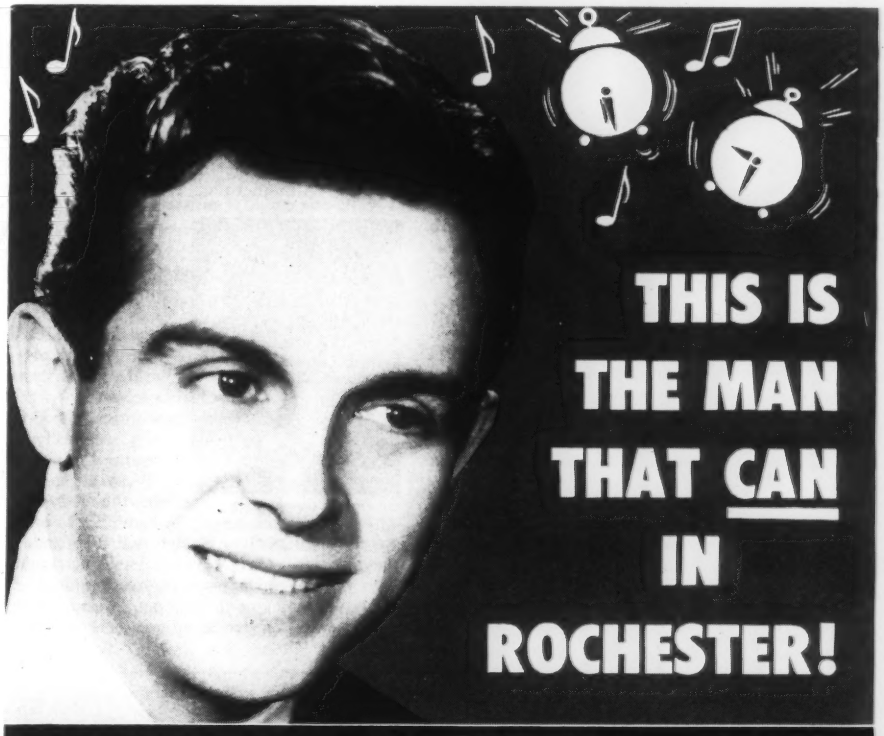
N. Y. FBA to Honor New Head And Copyright Representatives

THEODORE R. KUPFERMAN, newly-elected president of the Federal Bar Assn. of New York, will be honored Nov. 24 at the association's annual Thanksgiving luncheon at the Starlight Roof of the Waldorf-Astoria in New York. Mr. Kupferman, general attorney for Cinerama Productions Corp., is a former member of NBC's legal department.

At the luncheon, distinguished service awards will be presented to John Schulman, counsel to the Songwriters' Protective Assn.; Sydney M. Kaye, counsel to BMI; Herman Finkelstein, counsel to ASCAP, and Edward A. Sargoy, special counsel to the motion picture industry. The awards—presented by Joseph A. McDonald, NBC treasurer, and Samuel W. Tannenbaum, president, Copyright Society of the U. S. A. and trustee of the FBA—are for representation of the U. S. at the Geneva Universal Copyright Convention which has been adopted by this country.

Bader Associated With HD&W

MICHAEL H. BADER has become associated with Haley, Doty & Wollenberg, Washington law firm, in practice before Federal courts and agencies and specializing in radio-tv matters, it was announced last week. With firm in other capacities for nine years, Mr. Bader received his LL.B. in 1952 from National Law School and his A.B. from George Washington U. in 1949. He was in the Army from 1952-54, leaving as second lieutenant.



ED MEATH & HIS "MUSICAL CLOCK"

This is the man that's such a favorite with young and old that all Rochester affectionately calls him "Uncle Eddie." This is the man "most-in-demand" in Rochester as master of ceremonies for all occasions. This is the man that's the favorite with sponsors, too, because of the sincere, effective way he "ad libs" his cash-register-ringing commercials.

This is the man whose ratings *far, far* out-distance all competition . . . This is the man that CAN put your product over in Rochester!

The trick, of course, is to get time on his Monday through Saturday "Musical Clock." It *does* happen now and then . . . So why not query us before you buy in Rochester?

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

RADIO GROWTH SHOWN BY CBS SPOT SALES

Presentation points out medium's growth, citing increased audiences and homes reached figures for 1947-1954 period.

RADIO's continued growth during television's "most productive years" (1947-54) is underlined in the CBS Radio Spot Sales' newest presentation, "Radio—A Continuing Success Story," which was released last week.

As telling examples of the medium's growth, the presentation cites increased audiences from 1947-54 for CBS Radio Spot Sales stations in New York and Los Angeles. During that period, it was pointed out, WCBS New York has increased 84.1% in the 6-7 a.m. time slot; 29.3% in the 8-9 a.m. period and 53.1 in the 9-10 a.m. segment. Similarly, KNX Los Angeles is reported as having enlarged its "homes reached" figures 64.3% in the 6-7 a.m. time period; 125% in the 7-8 a.m. slot; 70.9% in the 8-8:30 a.m. segment, and 69.2% between 5 and 6 p.m.

The major factor in the growth of radio, according to the presentation, is the medium's mobility. It notes that two-thirds of all radio listening today is done outside of the living room, with such locations as the kitchen, bedroom, car, bathroom and working places contributing to a major share of listening.

The presentation points out that despite its "unexcelled penetration," radio is still an economical purchase. The brochure contains costs comparisons between CBS Radio Spot Sales stations in New York and Los Angeles and local television participations to buttress its contention that radio reaches more homes in these cities at a lower dollar cost per home than does tv.

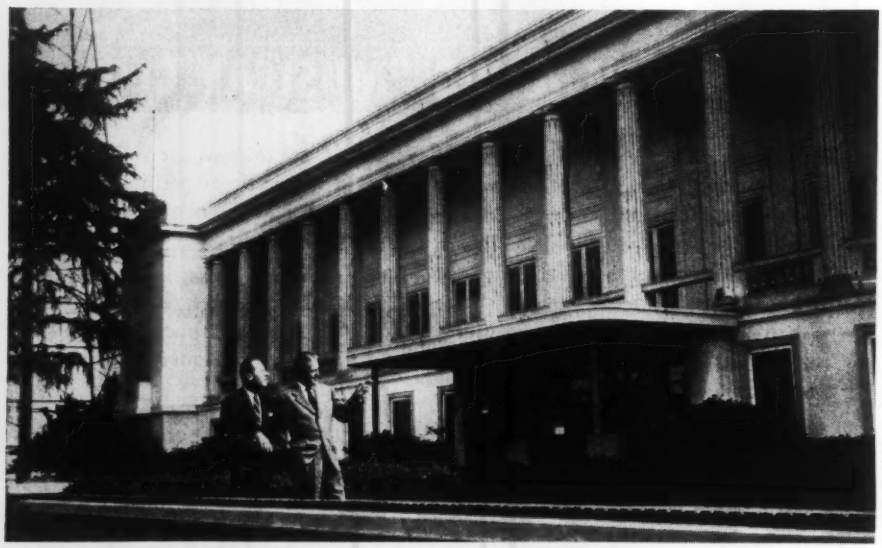
For example, the presentation reports that in New York a local radio show with a rating of 3.6 has a cost of $157.50 for a one-minute participation announcement and reaches 962 homes per dollar, while a local tv show with a 2.9 rating and a cost of $308.75 per one-minute announcement reaches 349 homes per dollar. In Los Angeles, it is pointed out that a local radio show with a 2.0 rating and a cost of $42.63 per one-minute announcement reaches 306 homes per dollar, while a local tv show with a 2.1 rating and a cost of $66.50 reaches 480 homes per dollar. Several illustrations are cited in the presentation to highlight radio's penetration with low cost.

The presentation asserts that "radio is still growing," reporting that a total of 12,392,810 sets were sold last year, said to be 1½ million more than were sold in 1952, and almost double the amount of tv sets sold in 1953. It makes the claim that even in television homes, radio listening is on the rise. During the Sept. 1953-Jan. 1954 period, the presentation continues, tv families spent 5% more time with radio than they did during the same period of the previous season.

Time Inc. Stations Appoint Meyerson as Representative

APPOINTMENT of J. I. "Jim" Meyerson as special national sales representative of all stations in which Time Inc. has an interest (KOB-AM-TV Albuquerque; KLZ-AM-TV Denver; KDYL and KTVT [TV] Salt Lake City) [CLOSED CIRCUIT, Oct. 25] has been announced by Wayne Coy, Hugh B. Terry and G. Bennett Larson, presidents-general managers, respectively, of the stations. Mr. Meyerson, formerly manager of KOB-AM-TV, will headquarter in the RCA Bldg., New York, and will cover major centers of national advertising for the stations. Mr. Meyerson will work closely with station sales managers, according to the joint announcement, bringing "improved and personalized service to advertisers, agencies and networks."

MR. MEYERSON



THE FUTURE HOME of Paramount Tv Productions and KTLA (TV) Hollywood is examined by Klaus Landsberg (l), station vice president and general manager, and William L. Pereira, of Pereira & Luckman, that city, architectural firm planning the $2 million reconstruction program on the 10-acre Sunset Blvd. lot, the former Warner Bros. studio building.

KNX Turns Witness

SUBPOENAED tape recordings of interviews by a KNX Los Angeles newscaster played a part in Los Angeles County Grand Jury deliberations during the current political hassle over the smog issue. The grand jury issued the subpoena after County Air Pollution Chief Gordon P. Larson denied Los Angeles Major Norris Poulson's charge that Mr. Larson had requested the mayor declare a state of emergency last Oct. 14, when smog density reached major proportions. Mr. Larson said that tape-recorded interviews with both Mayor Poulson and himself, taken by KNX newscaster William Kenneally, would prove his point.

WTAQ Sets Completion Date For New Quarters Dec. 15

CONSTRUCTION, delayed considerably by damage from a recent flood, has resumed on the new building that will house WTAQ La Grange, Ill. Expected completion date is set for Dec. 15, according to Russ Salter, manager of the 1300 kc outlet. The new building, which will contain transmitter, studios and offices, will cost almost $100,000 and will be located at the intersection of U. S. Highways 66 and 45 a few miles southwest of Chicago. The station, which went on the air in 1950, will expand its high school sports and local events coverage under its new operating schedule and will operate from 6 a.m.-1 a.m. with 500 w day and night, Mr. Salter reported. WTAQ is owned by the La Grange Broadcasting Co. with Charles Sebastian and Mr. Salter as co-owners.

WTVH (TV) Goes to 214 Kw

WTVH (TV) Peoria, Ill., has reported an increase from 24 kw to 214 kw, with installation of a new RCA 12.5 kw transmitter. Boost went into effect Nov. 6 as Henry P. Slane, president of Hilltop Broadcasting Co. [WTVH (TV) WTVH radio], threw the switch. Uhf station (ch. 19) recently celebrated its first anniversary on the air and added CBS-TV programs under affiliation pact effective Nov. 1. WTVH plans ultra-modern studios and currently is renovating its present studio site after acquiring Vidicon film chain and color tv equipment and adding AP Photofax and CBS Newsfilm to its news facilities.

Peebles Buying WRCO

SALE of WRCO Richland Center, Wis., by Arthur Overgaard and Manager Tom Kelley for $75,000 to Hala Peebles was announced last week by Mr. Kelley. Mr. Peebles is a former motor court operator there. He will assume management of WRCO after FCC approval of the transfer, Mr. Kelley said. WRCO is assigned 250 w fulltime on 1450 kc.

KUTV (TV) Increases

KUTV (TV) Salt Lake City, Utah, is now operating with 45.71 kw, according to Frank C. Carman, president and general manager of the station. Station estimates are that its stronger signal reaches 181,500 tv homes, a 10% increase over its previous set count.

Police Head Sees Uses For New York-Owned Tv

USE of the proposed New York City-owned tv station for various phases of police work is being evaluated by Police Commissioner Francis W. H. Adams. Appearing as a guest last Wednesday evening on *Room 9*, public service feature broadcast on WNYC New York, he agreed that the police department's need for such a station might aid in gaining city approval for the projected outlet.

Comr. Adams said success in using television in the police line-up system had led to hopes of expanded use of closed-circuit tv. He commented that if the station became a reality as he hoped it would, the police department would depend partly on a device which scrambles the impulses as they leave the transmitter and unscrambles them as they come in on the receiver. Hence these transmissions would not be available to the general public.

He also cited crowd control as another instance where television could be employed and expressed his gratitude for including the police department in the general plan of the city for its own tv station. WNYC-TV has been granted ch. 34.

D. J. Festival at WSM

WSM Nashville's Third Annual Disc Jockey Festival was held last Friday-Saturday in honor of the 29th anniversary of the *Grand Ole Opry*. Representatives of record companies, publishing firms, music publications, and industry artists highlighted the roster of events. Cowboy singer Gene Autry was host at the Saturday luncheon and was guest performer on the NBC portion of the *Opry* that night. The convention of the Country Music Disc Jockey's Assn., which was organized at the 1953 festival, was held Thursday, a day prior to the two-day celebration.

KRCA (TV) Has Record Month

OCTOBER was the most financially successful month in the history of KRCA (TV) Hollywood, according to Thomas C. McCray, general manager. Gross income rose 23% over the previous month and 12% over October 1953, Mr. McCray said.

Horner Joins KEYD-TV

JACK HORNER, sports director of KSTP-AM-TV St. Paul for the past 10 years, last week joined KEYD-TV Minneapolis as sportscaster. KEYD-TV is planning an extensive schedule of sports programs which Mr. Horner will handle.

WMCA Editorials

BROADCAST editorials on issues of public concern will be presented every Friday evening by Nathan Straus, president of WMCA New York, over that station. The weekly series of quarter-hour programs was launched Nov. 19 and is titled *The Editor's Desk*. It will be heard every Friday from 9:30-9:45 p.m. Views which differ with those of WMCA will be broadcast in adjacent periods in succeeding weeks, Mr. Straus said.

LOOKING OVER the unique agreement which covers a three station split of the home games of the Detroit Red Wing hockey team for the coming season are (l to r): Edwin K. Wheeler, general manager of WWJ-TV; Jack Adams, general manager of the world champion Detroit Red Wings; A. H. Ritter, vice president of Zimmer, Keller & Calvert advertising agency; H. S. Wagoner, vice president in charge of sales for sponsor Stroh Brewery Co.; Gayle V. Grubb, managing director of WJBK-TV, and James Riddell, president of WXYZ-TV. The Detroit stations will share the schedule with WXYZ-TV carrying 16 games and WJBK-TV and WWJ-TV 10 each.

WGN-TV Plans Full Power From Prudential Bldg. Site

WGN-TV Chicago will boost its power from 120 kw to maximum 316 kw after it completes installation of a new 50 kw RCA transmitter and 311-ft. tower and antenna atop the now-under-construction Prudential Bldg. next spring.

Plans for the power increase were reported following an announcement by Frank P. Schreiber, manager of WGN Inc. (WGN-AM-TV), that FCC had approved its application to move the transmitter and antenna from Tribune Tower. The Prudential Bldg., now under construction, will permit an antenna some 304 feet higher off the ground level than at present.

Steel structure of the 41-story building is expected to be completed by mid-November. The tower and antenna will be put up after steel framework is completed on the 39th floor, 530 feet above street level. The transmitter will cost about $300,000 and be located on the 40th floor, on which the *Chicago Tribune* has obtained a 10-year lease for floor space.

KHJ-TV Signs Stars, Angels

HOLLYWOOD Stars and Los Angeles Angels home baseball games again will be telecast on KHJ-TV Hollywood during the 1955 season, under terms similar to last year's, with the station paying each team $100,000 for tv game rights, station President Willet Brown and General Manager John Reynolds announced last week.

The renewal agreement is still verbal, with the station agreeing to increase promotion of games over that of past seasons, according to trade reports.

WPEN Bans MacRae Records

BANNING of all Gordon MacRae records on WPEN Philadelphia has been announced by the station following an allegedly derogatory reference to radio by Mr. MacRae on the Sunday, Nov. 14 NBC-TV *Comedy Hour*, of which he is host. William B. Caskey, WPEN vice president-general manager, explained the ban this way: "If these artists think so little of radio, I see no reason why we should lend our facilities to promote and publicize them via their recordings."

WSJV (TV) Increases Power

WSJV (TV) Elkhart, Ind., last Tuesday increased from 20 kw to "in excess" of 250 kw with installation of a new RCA transmitter, according to the station. RCA engineers were quoted by the uhf ch. 25 station as indicating that increase extends station's Class A coverage out to 60 miles.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

CONTRACT naming Adam Young Television Corp. as representative of WIRI (TV) Plattsburg, N. Y., is signed by (l to r) Adam J. Young Jr., of his own representative firm, and Joel Scheier and Dave Harris of WIRI. The new tv station which is being built on Mt. Terry, near North Pole, N. Y., plans to begin commercial operation on Thanksgiving Day.

WOOD Studio Nearly Ready

CONSTRUCTION is nearing completion on the new three-story studio building of WOOD-AM-TV Grand Rapids, Mich., with staff occupancy expected sometime in December, Bill Schroeder, general manager, has announced. Under the supervision of Louis Bergenroth, chief engineer, new technical equipment for the studios is being assembled and installation will begin within a week. The exterior brick and aluminum facade is finished. The building is located at 120 College Ave., S. E.

KBIF Builds New Facilities

STUDIOS and offices of KBIF Fresno will move to the ground floor of the Hotel Californian in downtown Fresno next week, while construction on a specially-designed 400-foot tower and new transmitter building on a newly-purchased 40-acre ranch site is nearing completion, George Nickson, station manager, has announced. When finished, the new site and transmitting tower will add 3,000 square miles to station coverage, Mr. Nickson declared.

KOVR (TV) Bids in S. F.

IN what appears to be a bid for the San Francisco market, ch. 13 KOVR (TV) Stockton last week announced several changes which will expand the station's operations into the Bay Area. A. E. Joscelyn, general manager of the station, announced that he will spend several days of the week in the station's San Francisco offices and that he will be joined there by Gordon Grannis, former promotion and publicity director of ABC San Francisco, who has been named to a similar post with KOVR. KOVR, located just 30 miles east of San Francisco on Mount Diablo, claims it sends a strong signal into most of San Francisco and the adjoining Peninsula and North Bay Area.

WCGC Plans Dec. 1 Debut

WCGC Belmont, N. C., plans to go on the air about Dec. 1 operating on 1270 kc, 500 w daytime, according to Lucielle Hand, partner in the station, who additionally has announced the appointment of Robert R. Hiker as general manager. Mr. Hiker formerly was owner and chief engineer of WMAP Monroe, N. C., and more recently was associated with WLTC Gastonia, N. C.

WOW Broadcasts Hi-Fi

WOW Omaha on Nov. 5 inaugurated high fidelity radio transmission and claims to be the first Nebraska station to offer this service, it was announced last week by Frank P. Fogarty, vice president of Meredith WOW Inc. A new RCA transmitter has been installed that will pass tonal range frequencies from 30 cycles to 10,000 cycles, the station said. Area radio set dealers have made plans to stock higher quality sets that will give listeners the benefit of the finer transmission.

WIOK to Start Soon

WIOK Tampa, Fla., sister station to WSOK Nashville, Tenn., plans to go on the air before Dec. 1, according to an announcement from WSOK. H. C. Young Jr., president-general manager of the Nashville outlet, is owner of WIOK, which will operate on 1150 kc, 1 kw daytime. WIOK, like WSOK, will be staffed solely with Negroes and is designed for all-Negro programming. The new building, including studios, offices and transmitter, is located on Washington Blvd., Tampa.

Mountain to Mohammed

IT'S USUAL for a station representative to make an overture to a station but it is not often that a radio station makes a pitch to a station representative to handle the station.

Yet that is exactly what Tim Elliott, president and general manager of WCUE Akron, did. Armed with a 36-x-36-inch easel job extolling the merits of the station, including samples of programs, station personalities, history of the five-year-old station, etc., plus taped interviews with the mayor of Akron and members of the Chamber of Commerce explaining the public service job WCUE does for the community, Mr. & Mrs. Elliott and Jack Maurer, vice president and station manager, made the presentation to John E. Pearson, president of the John E. Pearson Co., station representatives, a fortnight ago in New York.

Mr. Pearson listened to the easel pitch, to the taped recorded interviews, saw a colored movie about the station, and couldn't resist. The representation will be effective Feb. 10.

MAKING the pitch (l to r): Jack Maurer, Jean Elliott, Tim Elliott. Hearing it (r): John E. Pearson.

WJMR-TV Taking More Space

ACQUISITION of a new studio building with more than 12,000 sq. ft. of floor space for expansion of live local programing, has been announced by George Mayoral, vice president and general manager of WJMR-TV New Orleans. The first telecast from the new studios has been tentatively set for Dec. 1.

The structure will house WJMR-AM-FM-TV, owned by the Supreme Broadcasting Co., and is located at 1422 Cleveland Ave., adjacent to the Jung Hotel where executives offices and transmitting rooms of the stations will remain.

New equipment, including the latest design tv cameras, is being assembled and tested under the direction of Jack Petrik, chief engineer of WJMR-TV (ch. 61).

KSFO to Move in Jan.

KSFO San Francisco announced that its main studios and modernized offices will be housed on one floor of the Fairmont Hotel's California Street wing beginning in mid-January. A ten-year lease was negotiated by the station. Auxiliary studios will be maintained at the KSFO transmitter, Pier 92.

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

1947—1948
1949—1950
1951—1952
1953—1954

From Pulse July-Aug.
WCKY—5.9
Net A—5.3
Net B—3.0
Net C—2.8
Net D—2.6

are YOU Buying a 5.9 Rating in Cincinnati?

WCKY CINCINNATI

KVOO-TV Tulsa Aims For Early December

KVOO-TV Tulsa will begin regular, commercial ch. 2 operations Dec. 5 as a basic NBC-TV affiliate, it was announced last week. Operation will be from a temporary 225-ft. tower at Big Heart Mt. with 22 kw visual power pending completion of its 1,000-ft. tower at the same site early next spring.

The station began test patterns Nov. 15 and has studios located at 311 S. Denver St., Tulsa. Plans are underway for a combined radio-tv studio and office building. It received its construction permit last July for 100 kw operation. Equipment is GE.

KVOO stations are owned by Southwestern Sales Corp. (owned by W. G. Skelly, oilman), 38.8%; Harold C. Stuart, Washington and Tulsa attorney and former assistant secretary of the Air Force, 12%; Sen. Robert S. Kerr (D-Okla.), 13.1%; Mrs. Grayce B. Kerr, 14.8%; Dean A. McGee, 7.4%; Travis M. Kerr, 6.8%; F. C. Love, 2%; C. B. Akers, 1.8%, and Oklahoma A&M College and Tulsa U., 1.5% each. There also is a group of non-voting stockholders.

Mr. Akers, who came to KVOO-TV from WEEK-TV Peoria, Ill. (controlled by the Kerr-McGee group), is general manager. Other executives are Russell Lamb, ex-KMBC-TV Kansas City, sales manager; William Sadler, formerly of KTVH (TV) Oklahoma City and WFAA-TV Dallas, program director, and John Bushnell of KVOO, chief engineer.

Class A hour rate is $700 local and $650 on network. Station is represented by Blair-Tv Inc.

Blair Names Bassett To National Sales Post

APPOINTMENT of Mort Bassett as sales manager of the National Saturation Group of John Blair & Co., New York, is being announced today (Monday) by Robert E. Eastman, executive vice president of the representation firm. The National Saturation Group offers advertisers schedules of 24 minute participations weekly in local programs on Blair-represented stations, which are said to reach about half the population of the U. S.

MR. BASSETT

Mr. Bassett has been with Blair since 1947 as an account executive. Prior to that time, he was timebuyer and assistant radio director for Morse International, New York, and assistant circulation manager for NBC.

WBBM Names Boswell in N. Y.

APPOINTMENT of Jack Boswell as eastern sales manager of WBBM Chicago was announced last week by H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of the station. He will headquarter at 501 Madison Ave., New York, in conjunction with CBS Radio Spot Sales, national representative for WBBM. Mr. Boswell joined the sales staff of the CBS o&o outlet in 1948 and rejoined the staff last August after a three years' absence.

Bowl Bound on KMTV (TV)

OMAHA U.'s football team will go to the Tangerine Bowl, Orlando, Fla., with expenses of $10,000 for the trip underwritten by KMTV (TV) Omaha, Owen Saddler, station executive vice president and general manager, announced last week. The university is municipally owned and tax supported. The station's offer "takes a big financial burden off our shoulders," Milo Bail, university president said when he heard of KMTV's plans. Mr. Bail referred to the offer as a "tangible demonstration of the community spirit beyond the university."

The 1954 campaign provided the first undefeated, untied football season in the history of Omaha U.

Three More Tv Stations Add Color to Facilities

THREE MORE television stations were on the air able to transmit color last week. One of them—KTRK-TV Houston—became the first station to be equipped for local color originations from its first moment of operation.

Both the other starters are in Milwaukee. WTVW (TV) began color test pattern transmission last Wednesday, three weeks after going on the air Oct. 27. Test patterns will be shown daily. WTVW also has reported originating a color film on travel. The ch. 12 outlet employs a DuMont multicolor scanner and has an RCA transmitter equipped for color.

WTMJ-TV Milwaukee began color film projection Nov. 14. The station, on ch. 4, reports it has completed color facilities and is equipped to handle live, network, slides and film in color.

KTRK-TV (ch. 13), which began commercial programming Saturday, will be carrying color seven days a week with a half-hour *Color Caravan* Monday through Saturday and an hour-long show on Sunday, John T. Jones, president, has announced. Equipment is DuMont.

Party Marks Transfer Of KFSD-AM-FM-TV

A PARTY at San Diego's Cortez Hotel last Monday marked transfer of KFSD-AM-FM-TV San Diego control from stockholders of Airfan Radio Corp., former station owner-operators, to the new operating firm, KFSD Inc., in which Fox-Wells Co., New York, has controlling interest.

Present at the fete were James G. Rogers, president; Glen McDaniel, secretary-treasurer, and William E. Goetze, general manager of KFSD Inc., and John Moreno, station manager, KFSD-TV.

All stockholders of former Airfan Corp., who will retain minority interest in the new arrangement, were present, as were Thomas L. Sharpe, Airfan president-general manager, and William L. Lane. Mr. Sharpe received an engraved silver lighter as a gift from the new operators.

Civic leaders, other media representatives and station personnel also attended the party to meet new management.

let's talk "turkey"...

about transcription services.

It takes more than turkey to make a Thanksgiving dinner . . . and it takes more than transcriptions to make a transcribed library that's a *complete* program service.

Good cooks and smart broadcasters know this . . . that's why more of them (the smart broadcasters, that is) are subscribing to SESAC every day. Why don't you?

SESAC INC. 475 Fifth Avenue New York 17, N. Y.

"The Best Music in America"

KTRK-TV Goes on Air As Houston's Second

KTRK-TV Houston made its debut last Saturday as that city's second operating commercial tv station. The ch. 13 outlet is affiliated with ABC and represented by Blair Tv Inc. John T. Jones Jr. is president.

The opening celebration featured the tv debut of the Houston Symphony Orchestra and appearances, among others, by opera stars Marguerite Piazza and James Melton and Peter Donald, host of ABC-TV's *Masquerade Party*. KTRK-TV will program a daily color show beginning Monday (see story page 101).

Reports from other stations:

WFMZ-TV Allentown, Pa., on ch. 67, will inaugurate programming Dec. 4. Acting Mayor William S. Ritter has designated Dec. 4-11 as Allentown Television Week. Raymond F. Kohn is president and general manager. WFMZ-TV will be Allentown's first tv.

WFLA-TV Tampa, Fla., expects to have a test pattern on the air by the first of the year with regular programming set for February. The station's 1,054-ft. antenna tower is under construction and work on the transmitter house is scheduled to start this week. George W. Harvey is general manager of the ch. 8 outlet and Blair Tv Inc. is national representative.

WDXI-TV Jackson, Tenn. (ch. 7), the first tv there, is scheduled to begin programming March 1. Aaron B. Robinson is president and general manager and Burn-Smith Co. is representative.

WHTN-TV Huntington, W. Va. (ch. 13), owned by the Greater Huntington Radio Corp., expects to be on the air this spring.

Cox, Hanson Set Up Company

H Quenton Cox and **Merrill V. Rawson,** former general manager and sales representative, respectively, of KGW Portland, Ore., have formed H Quenton Cox & Assoc., same city, radio-tv station representative firm, with offices at 423-425 Terminal Sales Bldg.; telephone is Atwater 5191.

STATION SHORTS

WJAR-TV Providence, R. I., has available to tv stations at no charge one-hour film of hurricane Carol, obtainable by writing Dody Sinclair, station director of public relations.

WAIT Chicago has announced opening of new offices and studios in Daily News Plaza at 400 W. Madison St.; telephone remains Franklin 2-0660.

REPRESENTATION agreement is signed by Roy Whisnand (l), general manager of WCOP Boston, and Joseph Weed, manager of Weed & Co., at the radio station representative firm's Boston office.

KWIZ Drops Representative Fee, Boosts Agency Take

BY COMBINING its former representative's fee and the regular 15% agency commission, KWIZ Santa Ana, Calif., is offering advertising agencies 25% commission, plus a further 2% deduction for cash payment, on all contracts signed after Nov. 1.

KWIZ announced it has set up its own representation with Station Manager Hal Davis and Commercial Manager Donn Spencer planning personal coverage of Los Angeles and San Francisco markets. Prospect of no national representation does not bother station executives, who told B•T that most such business is on "walk-in" basis anyway.

All Sold on KIMN

AVAILABILITIES for spots are not to be found at KIMN Denver. The station put out the SRO sign when White King Soap Co., effective Nov. 3, purchased a two-week saturation campaign of 90 spots per day. The campaign is for a current sales push in the Denver area of two new White King products—"D" detergent and liquid detergent. The soap company, of Los Angeles, already is running a daily schedule of three quarter hours daily on KIMN, which is the key station of the Intermountain Network. Agency for White King is Raymond R. Morgan Co., Hollywood.

WABI-AM-TV Plans Start Of Quarter-Million 'Tv City'

GROUND will be broken within the next three months for the building of a specially-designed $250,000 Television City to house WABI-AM-TV Bangor, Me., Leon P. Gorman Jr., general manager of the stations, announced last week.

Latest engineering developments for both radio and tv will be integrated in the studio design, Mr. Gorman said. He noted the City has been "long a dream of owner Horace Hildreth," who at present is U. S. Ambassador to Pakistan. The new quarters will be a three-story building containing four large studios. WABI is celebrating its 30th birthday this month.

REPRESENTATIVE APPOINTMENTS

WULA Eufaula, Ala., has appointed Indie Sales Inc., N. Y., as a representative.

KXYZ Houston, Tex., has appointed Avery-Knodel Inc., N. Y.

WRFD Worthington, Ohio, appoints Robert Meeker Assoc., N. Y.

WAIR Winston-Salem, N. C., has appointed Robert Meeker Assoc., N. Y.

KHQ-AM-TV Spokane, Wash., appoints H Quenton Cox & Assoc., Portland, Ore., for Portland area.

WCUE Akron, Ohio, has named John E. Pearson Co., N. Y., effective Feb. 10, 1955.

STATION PEOPLE

Lee G. Stevens, vice president and assistant manager, WLAV-AM-FM Grand Rapids, Mich., appointed vice president and general manager, Versluis Radio and Television Inc., owners and operators of stations.

MR. STEVENS

J. Paul Audet, coordinator of operations, WUSN - TV Charleston, S. C., assumes additional duties of program-production manager.

Robert Stockdale, business executive, WTVJ (TV) Miami, Fla., to WEEK-TV Peoria, Ill., as assistant manager.

MR. STOCKDALE

Robert S. Regan, host, KGB San Diego *Man in the House* program, adds duties as station program director.

Stephen W. Pozgay, general manager, WTVP (TV) Decatur, Ill., resigns, with **William L. Shellabarger,** president, WTVP, assuming his duties until announcement of successor. Mr. Pozgay is expected to announce future plans shortly.

H. Duncan Peckham Jr., formerly with NBC, appointed director of engineering, Spartan Radiocasting Co., grantee of WSPA-TV Spartanburg, S. C.

A CAMPAIGN on KTVQ (TV) Oklahoma City totaling $100,000 in time costs is agreed to by (l to r): Jack Walker, general manager of Fiberglas Industries Inc.; John Esau, KTVQ president, and Harry Abbott, station manager. The contract is for 52 weeks and is the largest ever signed by KTVQ.

M. Dow Lambert, engineer, KING-TV Seattle, appointed chief engineer, KIMA-TV Yakima, Wash.

Paul L. Mahler, promotion supervisor, Dan River Mills Inc., N. Y., to WERE Cleveland, as promotion manager.

Charles R. Brown, engineer, WCSH-AM-TV Portland, Me., promoted to chief engineer; **Arthur Owens,** program director, WCSH, assumes additional duties as director of radio operations; **Bernard Poole,** producer, WCSH-TV, promoted to program-production director.

George Manno, producer-director, WXYZ-TV Detroit, to WJNO-TV West Palm Beach, Fla., in same capacity.

Gene Grubb, salesman, KOA Denver, promoted to farm sales manager; **Dick Crosswhite** appointed news editor, KOA-AM-TV.

Howard Johansen, sales executive, WEEI Boston, named national spot representative, succeeding **Bob Sinnett** who has transferred to CBS Spot Sales, Chicago.

Robert Perez, sales service coordinator, KNXT (TV) Hollywood, named account executive, with **Bruce Huffman,** assistant spot sales traffic manager, succeeding him.

Barbara Johnson, receptionist, WDVA Danville, Va., promoted to traffic manager replacing **Isla Stowe,** who resigned; **Elsie Mae Rigney** succeeds Miss Johnson.

Norman Clayton to talent staff, WHBF Rock Island, Ill.

REPRESENTATIVE PEOPLE

Robert S. Sinnett, national sales manager, WEEI Boston, appointed account executive, Chicago office, CBS Radio Spot Sales.

Edwin Cahn, Avery-Knodel, L. A. office, has resigned with future plans as yet unannounced.

Art Astor, western representative, Napier Co. (jewelry mfrs.), N. Y., to Headley-Reed Co., Hollywood, as sales representative.

NEW NBC-TV POST GOES TO CULLIGAN

Becomes national sales manager for NBC-TV with Porteous succeeding him as sales manager of NBC Participating Programs department.

APPOINTMENT of Matthew J. Culligan to the newly created post of national sales manager for NBC-TV and the promotion of Roy C. Porteous to succeed him as sales manager of the NBC Participating Programs department, were announced last week by George H. Frey, NBC vice president in charge of television network sales.

In his new position, Mr. Culligan will supervise the entire national sales staff of NBC-TV, including all sales personnel in the New York, Chicago, Los Angeles and Detroit offices. He will report to Mr. Frey.

Mr. Culligan joined NBC in 1952. As sales manager of NBC's Participating Programs department, he is credited with having played a major role in compiling a total of more than $13 million in gross billings for 1954 for *Today*, *Home* and *Tonight*, NBC-TV's trio of magazine concept programs.

Mr. Porteous, previously supervisor of sales unit for *Today*, joined NBC in 1942 as a member of the program department, advancing to other sales and promotion positions until he was appointed sales supervisor of the *Today* unit last March.

Walter Scott, administrative sales manager for NBC-TV, will continue his present duties without change, reporting to Mr. Frey. Reporting to Mr. Scott are the sales development, sales presentation, sales traffic and office services departments.

MR. CULLIGAN MR. PORTEOUS

East Texas Network Links 12 Radio Stations

ORGANIZATION of the East Texas Network, a regional group of 12 radio stations, was announced last week by Joe B. Foster, president, and Hil F. Best Co., national representative for ETN. The following stations comprise the new network: KBUD Athens, KDET Center, KIVY Crockett, KSIJ Gladewater, KSAM Huntsville, KEBE Jacksonville, KTXJ Jasper, KOCA Kilgore, KTRE Lufkin, KMHT Marshall, KSFA Nacogdoches and KNET Palestine. Mr. Foster said there were 236,540 radio families and 201,422 radio-equipped autos in the 41-county area covered by the network, compared with only 28,405 tv sets. Annual retail sales for the area surpass $750,000, Mr. Foster claimed. ETN's main office is in Center; regional offices are located in Dallas and Houston. Discounts up to 30% for the 12-station hookup are available, according to the announcement.

CBS-TV's 'The Search' Exhibited to Two Meetings

SPECIAL screening of a recent broadcast of CBS-TV's *The Search* was shown to a symposium of the 1954 Clinical Congress of the American College of Surgeons at a meeting in Atlantic City, N. J., last Tuesday. The excerpt which the surgeons viewed was based on Cornell U.'s auto crash injury research program.

Film was presented by Irving Gitlin, CBS director of public affairs, who also delivered a brief talk to the Congress. Mr. Gitlin also showed the film to members of the 1954 Conference on Safer Living at its annual meeting at the Waldorf-Astoria, New York, last week.

Barrymore Services Held

FUNERAL SERVICES were held last Thursday in Inglewood, Calif., for Lionel Barrymore, 76, star of CBS Radio's *Hall of Fame*, who died Monday of a congestive heart condition. In addition to his stage and movie accomplishments, he was star of the former CBS Radio *Mayor of the Town* series. His portrayal of Scrooge in Charles Dickens' "Christmas Carol" has been an annual radio event during the past 10 Christmas seasons. Surviving is his sister, Ethel Barrymore.

Eulogy for the late Mr. Barrymore was to be presented yesterday on CBS Radio's *Hallmark Hall of Fame*. Gene Fowler, writer and close friend of Mr. Barrymore, narrated the program. Eulogy was delivered by Dr. Norman Vincent Peale, minister of the Marble Collegiate Church, New York.

RADIO, TV NETWORKS PLAN FOR THANKSGIVING

Parades, football games, documentaries and many programs on the traditional themes will be aired.

REGULARLY-SCHEDULED shows with Thanksgiving Day motifs and special holiday programming are planned by radio and television networks this Thursday in observance of Thanksgiving.

ABC-TV will telecast the 28th annual parade put on in Detroit by the J. L. Hudson Co. department stores from 10:15-11 a.m. EST under sponsorship of the Chrysler Corp. The network also will carry the U. of Missouri-U. of Maryland football game from College Park, Md., beginning at 1:55 p.m. EST. ABC Radio will carry a special program titled *Pilgrims' Thanksgiving* (9:30-9:55 p.m. EST), described as a documentary tour of historical places, including the Church in Leyden where the pilgrims met and prayed before sailing to the new world.

The radio network also will present the football game between U. of Pennsylvania and Cornell U. from Philadelphia starting at 1:45 p.m. EST.

Highlight of CBS-TV's coverage will be the sixth annual *Thanksgiving Festival* at 5-6 p.m. EST under sponsorship of Longines-Wittnauer Watch Co. The program will feature a pantomime ballet of the Grimm Brothers' "Sleeping Beauty." Agency for the sponsor is Victor Bennett Co. CBS Radio and NBC Radio will not provide special programming but various shows will revolve around Thanksgiving themes.

Parade, Football

NBC-TV will present the R. H. Macy Co. Thanksgiving Day parade in New York on its *Home* program (live 11 a.m.-12 noon EST) under sponsorship of eight participating advertisers.

The DuMont Television Network will telecast the professional football game between the Detroit Lions and the Green Bay Packers from Detroit starting at 12 noon. The contest will be sponsored by Plymouth Div., Chrysler Corp., through N. W. Ayer & Son.

Mutual also will carry the Lions-Packers game under sponsorship of Plymouth. In addition, the network will broadcast a special *Bob Jones U. Thanksgiving Program* from 4:30-5 p.m. on which a 50-voice mixed choir will perform. As part of its holiday programming, Mutual was set to present yesterday (Sunday) a special *Thanksgiving Hour* show from Hollywood featuring Perry Como, Bing Crosby, Keefe Brasselle and others.

AFFILIATION contract between KCKT-TV Great Bend, Kan., and NBC-TV, is signed here by Les Ware (r), station general manager, and Tom Knode, director of station relations for the network. KCKT-TV, scheduled to begin operation Nov. 28, will operate at 100 kw on ch. 2 with a 969-ft. tower. It plans to be interconnected by Feb. 1, 1955.

NBC Promotes Raymond F. Guy

RAYMOND F. GUY, manager of radio and allocations engineering for NBC, has been promoted to director of radio frequency engineering for the network. Mr. Guy's new assignment was announced by Robert E. Shelby, NBC vice president and chief engineer.

In his new post, Mr. Guy will continue to direct the activities of the engineering allocations group and will be responsible for all radio frequency engineering problems within the company. He also will act as liaison between the network, other RCA divisions, government and industry on matters relating to radio frequency engineering and allocations.

WEAVER CITES COLOR VALUES AT BALTIMORE

NBC president speaks to Baltimore Ad Club, says the network's affiliates can bring color to 85% of the populace. He foresees 350,000 color set owners next year.

CALL for advertisers to use color tv "now," in order to gain the promotional value of this new dimension which has become "the conversation piece" of America was made by Sylvester L. (Pat) Weaver, NBC president, last week to 400 members of the Baltimore Ad Club meeting at the Emerson Hotel, Baltimore.

In conjunction with Mr. Weaver's speech, WBAL-TV Baltimore, the NBC-TV affiliate in that city, originated a live, one hour color show from its studios. The show was the regular, five-times-a-week *Homemakers' Institute*. It was seen by the ad club audience on five color receivers—two of the new RCA 21-in. consoles, two Motorola 21-in. consoles and a Westinghouse 15-in. receiver. The color rendition on all sets was good and brought favorable comment among the Baltimore advertising men and women present.

Mr. Weaver said that NBC now has 80 affiliates equipped to carry network color, reaching 85% of the populace. He foresaw an audience of 350,000 color set owners in 1955, compared to the 7,000-8,000 in operation now. He said more than 2 million people have seen color tv.

60 Million Viewers

NBC's "spectaculars" have been seen by 60 million people, Mr. Weaver said. He said NBC's goal is for every tv set in the country to be tuned to one or more of the spectaculars next year.

Color tv will cost more, he warned, but this is due to the three to five times increase in lighting needed, additional equipment investments by stations, longer rehearsals, etc. He figured that production costs would be 10% to 25% over comparable black-and-white programs, and that time charges might be increased from 2% to 10%. But, he said, the "trip-hammer" impact of color tv cannot be measured.

NBC's "magazine" concept of tv advertising, whereby more than one sponsor may buy into a program or alternate in the sponsorship of a program, is designed so that an advertiser with a small budget can afford to enter tv advertising, Mr. Weaver emphasized. This principle also works to prevent a monopoly of tv advertising by the few, well-heeled advertisers, he added. He expressed doubt that more than a few advertisers could afford to sponsor programs alone, as in radio.

Although WBAL-TV made no charge to the participating sponsors of its *Homemakers' Institute* color program, it has announced a 10% premium charge for color originations. Two weeks prior to last week's production, WBAL-TV used color on a ten-minute segment of the same program. The station has one RCA color camera and associated equipment. There are an estimated 60 color receivers in Baltimore.

Blue-Gray on NBC-TV, MBS

ANNUAL Blue and Gray football game from Montgomery, Ala., will be telecast by NBC-TV for the first time on Christmas Day, and carried by radio on Mutual, both under sponsorship of Gillette Safety Razor Co. Agency: Maxon Inc., N. Y.

COMING SOON!

30th ANNIVERSARY MONTH at KOA

STARRING BOB HOPE

Bob Hope will be here, and we wish you could be, too! The celebration of KOA's thirty years of service to the big, booming Western Market! KOA has maintained a 30-year *dominance* in 302 counties of 12 states...that's a record! Great shows...top personalities...endless success stories are recorded in the history of the "Single-Station Network." KOA is still growing every day with the growing West...selling through service to this vast, rich market! You, too, can celebrate success with KOA!

1924-1954 30th Anniversary

Call Petry

KOA DENVER

Covers The West... Best!

COLOR

Advance Schedule
Of Network Color Shows

CBS-TV

Nov. 28 (9:30-10 p.m.): *Honestly Celeste,* Bristol-Myers Co. through Young & Rubicam.

Dec. 1 (12-12:15 p.m.): *Valiant Lady,* General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (12-12:15 p.m.): *Valiant Lady,* Toni Co. through Leo Burnett.

Dec. 2 (3:30-4 p.m.): *Bob Crosby Show,* participating sponsors.

Dec. 7 (8-8:30 p.m.): *Red Skelton Show,* sustaining.

Dec. 8 (10-11 p.m.): *Best of Broadway,* "The Philadelphia Story", Westinghouse Electric Co. through McCann-Erickson.

Dec. 13 (9-9:30 p.m.): *Meet Millie,* Carter Products through Sullivan, Stauffer, Colwell & Bayles.

NBC-TV

Nov. 25 (9:30-10 p.m.): *Ford Theatre,* "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame,* "Macbeth," Hallmark cards through Foote, Cone & Belding.

Dec. 2 (9:30-10 p.m.): *Ford Theatre,* "Girl in Flight," Ford Motor Co. through J. Walter Thompson.

Dec. 5 (7:30-9 p.m.): *Max Liebman Presents,* Reynolds Metal Co. through Russel M. Seeds.

Dec. 9 (9:30-10 p.m.): *Ford Theatre,* "Carley C. Co.," Ford Motor Co. through J. Walter Thompson.

Dec. 13 (8-9:30 p.m.): *Producer's Showcase,* "Dateline," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Dec. 16 (9-9:30 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

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Confusion About Tv Ratings Analyzed by NBC's Beville

CONFUSION over television program ratings stems primarily from "simple misunderstandings of the function of tv surveys and misinterpretations of their findings," Hugh M. Beville, NBC director of research and planning, said last Thursday night in a talk before the Advertising Club of New York.

Mr. Beville stressed that the various ratings services all are useful, but singled out Nielsen Television Index for special praise. He said NTI "produces ratings which are projectable to total U. S. television homes to produce the size of the audience in millions of homes."

On the question of audience breakdown, he said Nielsen is the "only service which can give a comprehensive answer, since it has all the pertinent data on each home with one of its audimeters."

NBC will continue to use the various rating services, Mr. Beville continued, though they will not constitute "the be-all or end-all for distinguishing program success from program failure" but will be used as tools to "temper and reinforce judgment."

CBS-TV to Initiate New Volume Discount

A NEW dollar volume discount will become available to CBS-TV advertisers on Dec. 1.

Offered in substitution for other discounts it will amount to 25% and will be available to any advertiser who maintains, over a period of 52 consecutive weeks, $100,000 in gross time billings weekly on CBS-TV. Currently about six advertisers are in that category.

NBC-TV also has a volume discount for advertisers who maintain a minimum of 200% of the hour rate.

ABC-TV Adds Two Affiliates In Marinette, Lexington

ADDITION of WMBV-TV Marinette, Wis., and WLEX-TV Lexington, Ky., as ABC-TV affiliates, bringing the total affiliates to 216, was announced Thursday by Alfred R. Beckman, ABC-TV's director of station relations.

Ch. 11 WMBV-TV is owned by the M & M Broadcasting Co. Joseph Mackin is general manager. WLEX-TV, on ch. 18, which affiliates with the network on the first of the year, is owned by Central Kentucky Broadcasting Co. Earl L. Boyles is general manager.

NBC-TV Sets Saturday Series

NBC-TV last Saturday was set to launch a trio of half-hour Saturday morning programs slanted specifically toward children's audiences. They are: *Happy Felton's Spotlight Gang* (10-10:30 a.m. EST); *Paul Winchell Show* (10:30-11 a.m. EST), and *Funny Boners* (11-11:30 a.m. EST). The latter is a stunt show starring ventriloquist Jimmy Weldon and his hand puppet, Webster Webfoot.

Caesar-Monroe Visit

UNDER sponsorship of RCA and on behalf of the United Fund, Sid Caesar and Vaughn Monroe made individual series of appearances in Philadelphia this month in a successful promotional effort designed to help the Fund drive and create additional good will for *Caesar's Hour* and RCA Victor.

Kenyon & Eckhardt, New York, agency for RCA, was pleased with the results of the personal appearances and the Philadelphia experiment may be expanded to other towns.

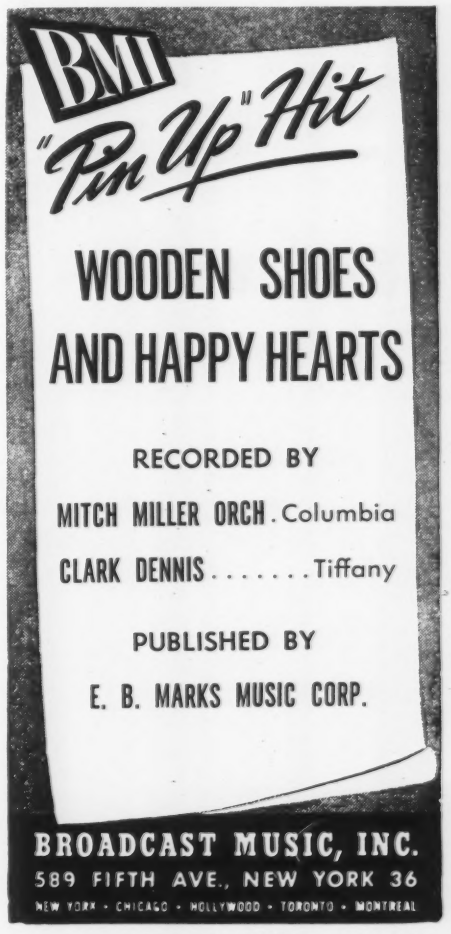
NETWORK PEOPLE

Charles Holden, production manager, ABC-TV New York, to CBS-TV Hollywood in same capacity and as West Coast color supervisor.

William M. Materne, with ABC in administrative capacities, to CBS-TV as network sales account executive.

Jack Mann, formerly with sales staff, NBC Radio, to CBS Radio as account executive in network sales department.

Richard F. Faulkner, formerly salesman, WMAQ Chicago, to radio network sales staff,



NBC Central Div., same city, as account executive.

Myron J. Bennett, former disc m.c.-personality, WLW Cincinnati, to NBC Radio, Hollywood, as host, Monday-through-Friday quarter-hour commentary series on NBC Pacific Network.

Sol Sacks, head writer and associate producer, CBS-TV *My Favorite Husband,* resigns from network contract.

Leo Lefcourt, agent, Rosenberg-Coryell Agency, Beverly Hills, Calif., to CBS-TV Hollywood as associate director of business affairs.

Judith Waller, director of public affairs and education, NBC Central Div., Chicago, presented honorary membership, National Assn. of Educational Broadcasters at NAEB's 30th annual convention in N. Y.

William Whitley, public affairs director, Columbia Tv Pacific Network, Hollywood, addressed Burbank, Calif., Parents-Teachers Assn. Nov. 18 on "What Tv Is Doing in the Field of Education."

Wade Arnold, producer, NBC, delivered convocation address, Wagner College, Staten Island, N. Y., Nov. 9.

Mort Granas, editing staff, CBS Radio Hollywood, father of boy, Gary Arthur, Nov. 1.

Henry G. Peterson, engineer, CBS Hollywood, died Nov. 6.

NETWORK SHORTS

CBS-TV has renewed its basic affiliation contract with KTNT-TV Tacoma, Wash., for two years, effective Dec. 9, 1954, to Dec. 8, 1956.

THE SPOTLIGHT'S ON
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Regionally by
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St. Louis, Mo.

WEHT Channel 50

RCA, GE Denied Stay In Zenith Litigation

ZENITH RADIO Corp. reported last week it will gather pre-trial depositions in proceeding with its $16 million treble-damage anti-trust suit against RCA and General Electric Co.

The Chicago manufacturer received the green light Tuesday from the U. S. Circuit Court of Appeals, which sustained a district court decision denying an RCA petition for a stay in the dispute. An appellate bench of three judges refused to vacate Judge Michael Igoe's order for Zenith and ruled he did not exceed his discretionary power last June 14.

Zenith announced it will start shortly the gathering of depositions for the trial, which probably will not be held until well into next year. There was no immediate indication from RCA's Chicago attorneys—Kirkland, Fleming, Green, Martin & Ellis—what action it would take. Last week's decision is said to be unappealable. Other principals involved in the suit are Western Electric Co., on the side of RCA, and Rauland Corp., Zenith's cathode-ray tube manufacturing subsidiary.

In his opinion, Judge Elmer Schnackenberg said, "It appears that he (Judge Igoe) exercised his judgment and even if he arrived at an erroneous conclusion, which we do not now decide, he was not guilty of an abuse of discretionary power." He added that Judge Igoe undoubtedly had the power to stay or refuse to stay the proceedings.

The court should not grant a writ of mandamus or any other writ directing the district court to vacate the June 14 order, or directing it to stay the proceedings, Judge Schnackenberg asserted.

Judge Philip Finnegan concurred in the findings, claiming that in many such cases a petition for writ, when not well-grounded, "has become simply a handy delaying or harassing tactic." He noted that RCA and GE earlier had resisted a similar move by Zenith in the Wilmington, Del., District Court, where a patent suit also pends, and said that their action stands as a "refutation" of their present position. What's more, he noted, both claimed it was unappealable. He branded such a petition as a substitute for "unauthorized review."

Zenith and Rauland charged that since 1919 RCA and others have engaged in a conspiracy to monopolize the electronics field and Zenith has been frozen out of competition in Canada and other foreign markets.

Zenith filed the treble-damage suit last January as an amended counter-complaint to RCA's original suit. Judge Igoe ruled last June, over RCA's claims, that the Chicago case should proceed without regard to any litigation in Delaware, and RCA subsequently petitioned the court of appeals to vacate the order. The three-judge court heard oral arguments a fortnight ago [B•T, Nov 8]. J. Earl Major was the third judge in the case.

Retail Radio-Tv Dealers Increase—RETMA Census

THE NUMBER of retail radio and tv dealers in the U. S. increased from 95,400 in 1952 to 107,100 this autumn, according to a census by Radio-Electronics-Tv Mfrs. Assn. Last year there were 105,150 dealers.

Sixty tv and 61 radio receivers were sold by the average dealer during the year ended last June 30, RETMA found. This compares with 69 tv and 74 radios a year prior, according to the census, and follows the general decline in set sales that occurred during the period.

RETMA found that 43.9% of retail outlets selling radio-tv sets were radio-tv-appliance stores; 18.9% furniture stores; 11.1% hardware stores; 10.1% department and general merchandise; 16% miscellaneous types of stores. Geographically, 20,950 stores are located in the North Atlantic region, 13,050 in South Atlantic, 35,850 in Midwest, 21,650 in Southwest and 15,600 in Far West.

FLOW OF COLOR SETS IN 2 YEARS—McILWAIN

Hazeltine executive speaks on the National Television System Committee before the American Standards Assn. annual meeting.

"THE THUMB is about to be pulled out of the dike" and "presumably in two years hence we will have a regular flow of color receivers," Knox McIlwain, Hazeltine Electronics Corp., predicted last week.

Mr. McIlwain reported on the "National Television System Committee as an example of systems engineering and industrial standards" during a Wednesday session on color television held by the American Standards Assn. at its 36th annual meeting in the Roosevelt Hotel, New York.

In reviewing the work of NTSC, which set up the compatible color tv standards now in use, he said the committee built into its standards" room for further improvement and change" and that he believed the system "will stand the test of time."

In another report, J. W. Wentworth, RCA, explained the "derivation of the FCC color television standard," remarking during his technical explanation of the NTSC standards, that "a successful broadcast system must have standardization" and in the standards adopted there still is room for progress in the design of both transmitter and receiver equipment.

An earlier session was held on the effect of international standards of the American electrical industry. Among speakers were Leon Podolsky, Sprague Electrical Co., who gave a progress report on components for electrical circuits; Virgil Graham, RETMA, who outlined new developments in electron tubes, and Dr. Harold S. Osborne, president of the International Electrotechnical Commission, who observed the future for International Standardization in the field.

DuMont Sets Company Record

ALL-TIME record for sales of DuMont television receivers was set in October, William H. Kelley, vice president of marketing, Allen B. DuMont Labs, reported last week. During that month, Mr. Kelley said, DuMont sold 70% more units than in the same period of 1953 and 10% more than in 1950, which has been the record sales month until now.

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Color Equipment Slowdown Cited by Zenith's Brown

INDUSTRY has been able to develop an "acceptable set of color tv broadcasting standards" but has lagged behind with equipment to implement those standards, particularly in color reception, J. E. Brown, chief engineer at Zenith Radio Corp., asserted last week.

Mr. Brown spoke Tuesday before the Chicago Junior Assn. of Commerce on color tv developments and prospects.

The public is not buying color receivers in quantity, he declared, because the price is too high, sets are difficult to tune and keep adjusted, service costs are higher than for black-and-white, and people "now know that any color set they buy today is already obsoleted by new developments."

Mr. Brown said "color will be here when 21-inch sets are selling for something like $500" and when tube prices come down to $100 or less and cost of other components is reduced proportionately.

Color to Lag Says Admiral In Issuing Quarterly Report

COLOR tv will not be a factor in the television business "for several years to come" and current 19-inch color receivers being offered to the public are "just as obsolete today" as 15-inch sets were last spring, John B. Huarisa, Admiral Corp. executive vice president, reported last week. He said that 15-inch receivers have failed to move "even at half the price." He added that Admiral has been unable to maintain tv production consonant with orders and that back orders of tv receivers for uhf areas "continue to mount despite increased production of these models."

Admiral also announced higher earnings and lower sales for the third quarter of 1954. Profits reached $1,823,325 or 77 cents a share compared with $1,802,696 or 76 cents per share for that period in 1953. Sales dropped quarterwise from $58,633,597 to $51,265,777. Total sales for the first nine months this year hit $156,467,275 as against $189,856,035 last year.

Transistor Conference Set For Philadelphia Feb. 17-18

SCIENCE and Electronics Division of American Institute of Electrical Engineers and the Institute of Radio Engineers' professional group on circuit theory will sponsor a two-day National Conference on Transistor Circuits, Feb. 17-18 in Philadelphia.

The conference will feature four consecutive sessions with papers on both linear and nonlinear transistor circuit applications. H. E. Tompkins, Burroughs Research Center, Paoli, Pa., is program committee chairman. Since an evening informal round-table discussion is being considered, Mr. Tompkins suggested that those interested in participating contact him with their ideas on discussion topics. U. of Pennsylvania will be host to the conference, with meetings to be held in its Irvine Auditorium.

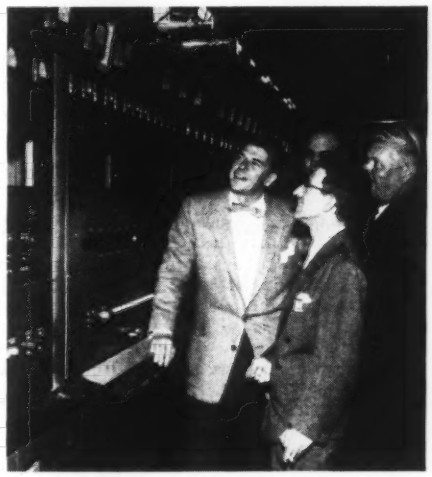
GIP Develops Tv Systems

DEVELOPMENT of two new tv receiver deflection systems has been announced by the F. W. Sickles Div. of General Instrument Corp., Chicopee, Mass. The systems, now in production for set manufacturers, make possible smaller, lighter and less expensive large screen sets, according to Edwin A. Freed, general sales manager.

The first system, a 90 degree yoke and flyback transformer, is designed for a 230 volt low-cost deflection system to be used with a new shortened 21-inch picture tube. By employing this system, the over-all depth of cabinet and chassis can be reduced.

The second, a 70 degree, 120 volt system, has been constructed for even more compact sets, Mr. Freed said, but is also capable of operating 21-inch picture tubes. It works directly from the home supply line voltage without transformer and with a minimum number of controls.

Both systems are designed for use in transformerless sets and thus provide savings in weight, interior dimensions and component costs, Mr. Freed stated.



THE NEW General Electric 45 kw uhf transmitter, presently under construction and destined for WILK-TV Wilkes-Barre, Pa., is inspected by (l to r): Ronald Reagan, host and program supervisor of the *General Electric Theatre* tv series; Harrison Van Aken, general manager, communication equipment; William J. Morlock, general manager, commercial equipment, and Paul L. Chamberlain, general manager, broadcast equipment. The new transmitter will make WILK-TV the first tv station with 1,000 kw.

Philco's Nine-Month Sales At Quarter-Billion Mark

SALES of Philco Corp. for the first nine months of 1954 totaled $249,726,000, and net income was $2,275,000 or 53 cents per share of common stock, James H. Carmine, president, has announced.

In the first nine months of 1953, sales totaled $335,171,000 and net income from operations was $10,135,000 or $2.61 per share. The lower level of sales and earnings for the 1954 period was attributed to the strike which closed the firm's electronic plants for 45 days in May and June and caused a late start in production on the fall radio and tv line, Mr. Carmine said.

Sales for the third quarter of 1954 totaled $75,050,000 compared to $96,649,000 for that period in 1953. The decrease is due to the late start in tv production, the announcement pointed out.

Fairchild Hi-Fi Amplifier

NEW 50-w power amplifier for high fidelity applications was announced Monday by the Fairchild Recording Equipment Co., Whitestone, N. Y. Fairchild claims the model, which measures 12" wide, 7" deep and 7¼" high, to be the smallest 50-w chassis now on the market.

The amplifier features a self-contained "balance control," permitting adjustment for minimum distortion, proper phase inversion and "dynamic balance" of the output tubes to be made aurally without test equipment, according to the firm. Also announced by Fairchild: a new cartridge series (220), described as "an outstanding innovation in high fidelity magnetic cartridges," and claimed to have higher compliance and "improved characteristics" above other currently available cartridges.

Transmitting Equipment

Station	Power	Band	Use
Transmitter Shipments			
General Electric Co.			
KTVX (TV) Muskogee, Okla.	50 kw	tv (ch. 8)	----------
Alabama Educational Tv Commission			
for WEDM (TV) Munford	50 kw	tv (ch. 7)	new station
WBBM-TV Chicago	35 kw	tv (ch. 2)	----------
Order			
KQTV (TV) Fort Dodge, Iowa	12 kw	tv (ch. 21)	----------

OTHER EQUIPMENT: GE also reported shipment of a dual portable camera chain to KIMA-TV Yakima, Wash. (ch. 29).

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DAYTON, O.

"THE CITY BEAUTIFUL"

Communications Setup Major Feature in Newark Cathedral

COMPREHENSIVE sound system, consisting of an RCA public address sound network, radio and television facilities, and intercommunications, has been installed in the Cathedral of The Sacred Heart in Newark, N. J.

As announced by RCA, the entire system required more than two years for planning and installation and is considered a major feature of a recently-completed $6 million remodeling program at the Cathedral. The communications facilities, designed and fabricated by Commercial Radio-Sound Corp., distributors of RCA sound products in the New Jersey area, provide for a sound network for the congregation, including concealed outdoor loudspeakers for accomodation of overflow crowds; a complete radio broadcasting system, which is connected to WSOU at nearby Seton Hall U., and can be tied in with other stations, and a separate RCA audio system for use in television broadcasting, as well as for video and audio connections for mobile television equipment.

George L. McKenna, marketing manager, theatre and industrial department, RCA Engineering Products Division, said that with the exception of six microphones, all equipment and their eight miles of interconnecting wires are concealed, with visible microphones specially gold-plated to blend with the decor.

He added that the installation also provides for a separate radio control booth above the nave, a portable television sound control desk, a portable unit for controlling the congregation amplifiers and a television monitor screen. The system is completely interconnected with telephone linkings, plus an intercommunication loudspeaker system for the organs.

Ideco Now Dresser-Ideco

REORGANIZATION of Ideco, formerly a division of the Dresser-Stacey Co., into a separate corporation under the name of Dresser-Ideco Co., has been announced by John L. Pausch, Ideco president and general manager. The firm will continue under its present management and as a subsidiary of Dresser Industries of Dallas, Tex., suppliers of structural steel products, oil, gas and chemical equipment. Dresser-Ideco's plant and offices are at Columbus, Ohio. The firm designs and constructs tv and radio towers and other industrial and commercial buildings.

Inventors Tour Princeton

TOUR of RCA's David Sarnoff Research Center at Princeton, N. J., was made Friday by the National Inventors Council, headed by Dr. Charles F. Kettering. Several demonstrations were presented for the group, including showings of techniques and equipment in color television, transistors, acoustical electronics, electron microscopy, and magnetic memories. A luncheon with representatives of the RCA Lab staff followed the tour.

Playback Pace Changer Shown at Chicago Meet

DEVICE which permits the playback of a recorded speech or music in a shorter or longer period of time than the original without change of frequency was demonstrated by Dr. W. L. Everitt, dean of the U. of Illinois' College of Engineering, before the Western Society of Engineers in Chicago Nov. 19.

Method for time or frequency compression and expansion of speech highlighted a joint meeting of the IRE Audio Group with the Chicago Acoustical and Audio Group. Method, based on fact that listening can be faster than speaking, alternately permits transmission of messages at either lower or higher frequencies without changing the original time.

Dr. D. E. Weigand, Armour Research Foundation, delivered a paper on "A Flux-Sensitive Head for Magnetic Recording Playback."

September Tv Shipments Top Million, Beat 1953's

TELEVISION set shipments to dealers passed the million mark in September, according to Radio-Electronics-Tv Mfrs. Assn., bringing the nine-month total to 4,469,596 compared to 4,643,456 in the comparable 1953 period.

September tv shipments to dealers totaled 1,005,725 sets compared to 466,694 in August and 825,003 in September 1953. Following are tv set shipments to dealers for the first nine months of 1954:

State	Total	State	Total
Alabama	68,067	New Jersey	129,204
Arizona	20,874	New Mexico	15,975
Arkansas	61,792	New York	423,068
California	323,229	North Carolina	111,234
Colorado	36,510	North Dakota	17,856
Connecticut	61,409	Ohio	223,186
Delaware	9,724	Oklahoma	65,158
District of Columbia	28,802	Oregon	50,961
Florida	135,354	Pennsylvania	287,503
Georgia	105,724	Rhode Island	14,259
Idaho	26,555	South Carolina	56,709
Illinois	274,717	South Dakota	12,975
Indiana	133,945	Tennessee	95,261
Iowa	98,181	Texas	242,556
Kansas	69,966	Utah	15,565
Kentucky	52,381	Vermont	13,755
Louisiana	94,256	Virginia	75,820
Maine	63,329	Washington	75,720
Maryland	53,355	West Virginia	49,749
Massachusetts	124,433	Wisconsin	114,450
Michigan	180,928	Wyoming	5,156
Minnesota	83,845		
Mississippi	39,211	U. S. TOTAL	4,459,139
Missouri	126,878	Alaska	2,151
Montana	17,262	Hawaii	8,306
Nebraska	45,527		
Nevada	5,119		
New Hampshire	21,646	GRAND TOTAL	4,469,596

Mica, Radio-Tv Raw Materia To Be Produced Synthetical

WORLD'S FIRST plant for the manufacture synthetic mica is being constructed at Clifto N. J., and it is thought that production w begin early in 1955, according to Jero Taishoff, president of Mycalex Corp. of Am ica.

About 1,000 tons of high grade synthe mica, a material vital in the manufacture radio, tv and high-priority defense equipme is to be produced. The figure is 5-10% of t nation's current requirement. Some 90% the current supply of natural mica comes fro India and it is feared that this source of sup might be cut off in time of emergency.

MANUFACTURING SHORTS

Radio-Electronics-Tv Mfrs. Assn., Washingto has prepared booklet, "Fundamentals of Col Tv for Service Technicians," covering ma ideas needed to understand color receiver oper tion and intended to be used in conjunctio with lectures on color set types.

Electronic Pub. Co., Chicago, has announce tv-radio repair book, to be sold to service tec nicians through distributors.

Avco Manufacturing Corp., N. Y., has estab lished West Coast division with headquarte in Los Angeles to handle sales of firm's indu trial and defense products in that area. Jam R. Kerr, former U. S. Air Force colonel, ha been appointed director.

British Industries Corp., N. Y., has announce availability of S. G. Brown precision hea phones in U. S. High Fidelity Type K or Pro fessional Headphones are claimed to be mini ture high fidelity dynamic loudspeakers, de signed to reproduce full orchestral range fro 50 c to 10 kc, adaptable to any sound syste amplifier, radio, phonograph, tape recorder o similar equipment.

Metropolitan Electric Mfg. Co., Lumi-Tro Stageboard Div., Long Island City, N. Y., ha available "Handbook on Modern Stage Ligh ing Control."

Technical Appliance Corp., Sherburne, N. Y has new coaxial cable line-tap, designated Tac plex Catalog No. 1599 Automatic Line-Ta providing isolation and attenuation while elim inating coaxial line cutting and preparation fo terminal connections, according to company.

MANUFACTURING PEOPLE

Robert E. Kessler, assistant manager, commun cations products div., Allen B. DuMont Lab Clifton, N. J., promoted to manager, succee ing **Herbert E. Taylor Jr.,** who resigned; L **Arthur Hoyt,** technical writer and copywrite technical adv. dept., instrument div., appointe advertising manager, cathode-ray tube divisio

William E. Skinner, special survey work, Zenit Radio Corp., N. Y. offices, promoted to ma ager, Newark, N. J., distributing company su ceeding **William W. Cone,** who resigned.

George Caddoo, appliance sales dept., Philc International Corp., Phila., appointed sale promotion manager, succeeding **Victor Ali** who has been put in charge of special sales.

John H. Skehan, Sylvania Electric Products Inc N. Y., named southwestern sales representative headquartering in Dallas.

Brig. Gen. Paul L. Neal (ret.) appointed com munications consultant, Western Union Tele graph Co., N. Y., headquartering in Washing ton.

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PRIVATE STATIONS URGED FOR MARKETS NOW RESTRICTED TO CBC-TV OUTLETS

Competitive allocations in six areas advocated by CARTB in brief to Canadian cabinet. Association also reiterates stand for an independent regulatory board for all broadcasting.

IMMEDIATE authorization of independent tv stations in the six Canadian major markets where only the Canadian Broadcasting Corp. now operates stations and the early establishment of an independent tribunal to handle regulation of all broadcasting in Canada were highlights in a brief presented by the Canadian Assn. of Radio & Television Broadcasters to the Canadian Cabinet at Ottawa early this month.

The CARTB board of directors, headed by President Finlay MacDonald, CJCH Halifax, N. S., met with Canada's Prime Minister Louis St. Laurent and a group of cabinet ministers. They pointed out in their brief that "the point has long been passed when grant of television licenses in all areas of Canada without exception was visualized by recommendations of the Massey Commission and by announced government policy." Their brief urged immediate licensing of competitive independent television stations in Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

"This would provide alternative Canadian television service in these areas," the brief stated and "tend to attract more Canadian viewers to Canadian television stations than is now the case, encourage full development of this great new art in Canada on a Canadian basis, and stimulate greater demand for television receivers, thus providing increased employment."

Cite Recommendation

Regarding the establishment of an independent regulatory board for all broadcasting, the CARTB directors pointed out that this was recommended by a Parliamentary Committee report two years ago. They stated at present the CBC is litigant, prosecutor and judge all at the same time, placing that body in a compromising and incongruous role.

The brief showed that in Canada and in other democratic countries independent boards not connected with any operating bodies regulated the services. Examples given were the Canadian Air Transport Board, the Board of Transport Commissioners and Provincial Public Utilities Boards. (The Canadian federal government also operates airlines and railways which are regulated by the first two of these independent boards.)

The CARTB directors pointed out that an independent regulatory board for broadcasting not connected with any operating broadcaster would "merit the widest public support, the widest possible degree of freedom from suspicion that unfairness exists, and permit in a harmonious atmosphere the full and complete development of Canadian radio and television broadcasting in the service of Canada."

Nears Million Mark

CANADA is now near the million mark in number of tv receivers. Latest compilation from figures of the Radio and Television Manufacturers Assn. of Canada and All-Canada Television shows that as of Sept. 30 there were 935,538 tv sets in use in Canada with 544,725 in Ontario and 281,958 in Quebec.

New Am Application, Power Boosts on CBC Dec. 3 Agenda

ONE new radio application and a number of applications for power increases will be heard at the Dec. 3 meeting of the Board of Governors of the Canadian Broadcasting Corp. at CBC headquarters, 354 Jarvis St., Toronto.

Arthur K. Orton is requesting a 250 w station on 1510 kc at Tillsonburg, Ont. CKMR Newcastle, N.B., is asking for increase from 250 w on 1340 kc to 1 kw on 790 kc, and CKCL Truro, N.S., is requesting an increase from 250 w on 1400 kc to 1 kw on 600 kc.

CHSJ-TV St. John, N.B., is seeking increase from 27.8 kw video to 100 kw video, and from 13.9 kw audio to 50 kw audio on ch. 4. CKCH Hull, Que., is requesting increase from 1 kw to 5 kw on 970 kc.

U. S., Canadian Shows Split Honors in Fall E-H Ratings

FIRST fall ratings of network radio evening shows, based on listening in October, has been released by Elliott-Haynes Ltd., Toronto. *Our Miss Brooks* leads the evening network programs with a rating of 16.4, followed by *Radio Theatre* 13.1, *Wayne & Shuster* (Canadian) 10.7, *Share the Wealth* (Canadian) 8.6, *NHL Hockey* (Canadian) 8.5 and *Championship Fights* 8.

Daytime U.S. programs lead, with the first five being *Ma Perkins* 13.5, *Guiding Light* 12.8, *Pepper Young's Family* 12.4, *Road of Life* 12.3 and *Right to Happiness* 11.6.

On the French-language evening network, leading five programs, all Canadian originations, were *Un Homme et Son Peche* 37.6, *La Famille Plouffe* 27.6, *Le Survenant* 25.4, *Tambour Battant* 20.7 and *Colette et Roland* 17.3.

Daytime French-language network programs were led by *Rue Principale* 31.6, *Les Joyeux Troubadours* 27.8, *Je Vous ai Tant Aime* 27.1, *Francine Louvain* 24.6, and *Vies de Femmes* 24.1.

Radio-Tv Farm Techniques Studied by Latin Americans

GROUP of 15 Latin American radio-tv and newspaper executives are on tour of U. S. stations, newspapers and colleges to study agricultural information techniques, according to the U. S. Dept. of Agriculture, which is participating in the technical assistance program of the Foreign Operations Administration.

Group is on tour under the direction of Layne R. Beaty, former radio farm director at WBAP Fort Worth, Tex., now USDA technical consultant. Cooperating organizations include National Assn. of Television & Radio Farm Directors, American Assn. of Agricultural Editors, Newspaper Farm Editors Assn. and land-grant colleges.

Various members of the Latin American group, which arrived in the U. S. in mid-October and will remain through mid-December, will visit different stations and papers, USDA explained, depending on their particular interests. Itineraries include visits with: W. A. (Doc) Ruhmann, WBAP-AM-TV Fort Worth; Sam Schneider, KVOO Tulsa; John McDonald, WSM-AM-TV Nashville; Herb Plambeck, WHO-AM-TV Des Moines; Jack Jackson, KCMO Kansas City; Phil Evans and Bob Riley, KMBC Kansas City (also KMBC farm at Stanley, Kan.); WDAF-AM-TV Kansas City; Wes Seyler, WIBW-AM-TV Topeka, Kan.; Harold Schmitz, KFEQ St. Joseph, Mo.; Lloyd Evans, KWTO Springfield, Mo.; Ed Mason, KXXX Colby, Kan.; Jack Timons, KWKH Shreveport, La.

Entire group is to meet in Chicago later this month for NATRFD convention Nov. 26-29 plus 4-H and other farm events. They also will visit WLS and WBBM-TV farm shows there and make a side trip to Milwaukee for inspection of the Allis-Chalmers plant and the advertising agency which handles its broadcast advertising, Bert S. Gittins Adv.

In early December, the group expects to visit network farm operations in New York City, USDA indicated.

TELMA Returns to Air As Morocco Plans More Tv

FIRST television station on the African Continent, TELMA, resumed expanded operations on Sept. 1 after a short shut-down in the summer. TELMA, in Casablanca, now has 4 kw, and claims it covers an area with a diameter of 100 miles. A second station, in Rabat, which recently started operations, is linked to Casablanca by relay line and has a 4 kw transmitter, too.

Weekly program schedule of 30 hours fea-

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50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

tures programs in French, Arabic and English. Audience reportedly is about 10,000. Number of sets is about 2,500.

TELMA has three financing sources, its commercial programs, an 85% share in duties on imported tv sets and annual license fees of about $10 per set.

A construction program for further relay links is under consideration. According to plans, Maracesh, Meknes and Tangier will be added to the network. A link from Tangier to Gibralter to Madrid to Paris also is being planned.

Tv in West Germany Grows; Set Count Past 50 Thousand

SOUTHWEST German Radio will add two buildings to its present facilities, each for a new tv transmitter that will go on the air before the end of the year. Transmitters are located at Koblenz and Raichberg. Hornisgrinde tv transmitter of same organization is on the air with test transmissions.

The number of tv set licenses reached 53,377 on Oct. 1 and the number of sets in operation is estimated to be close to 100,000.

According to latest statistics, West German tv set manufacturers are amidst an export boom with a high percentage of 25% of total production going into export. Manufacturers estimate that at least 120,000 to 140,000 television sets will be shipped this year.

Meantime, the West German Postal Authorities bought some cars equipped with specially-designed direction finders to trace some of the 50,000 tv set owners not paying their license fees.

Radio set production is heading for an all-time record in West Germany. Total will be close to 3,000,000 units.

Latest reports indicate the number of set licenses is growing at an annual pace of about 700,000.

CBHT (TV) Begins Dec. 1

CBHT (TV) Halifax is expected to be on the air about Dec. 1, the seventh tv station operated by the Canadian Broadcasting Corp. The ch. 3 outlet will have 100 kw video and 50 kw audio. Class A rates start at $200 an hour.

RESULTS?

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CHNS

HALIFAX NOVA SCOTIA

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BMI Canada Ltd., CAPAC Apply For Tariffs in 1955

APPLICATIONS for tariffs for 1955 performance rights by radio and television stations have been filed with the Canadian government.

BMI Canada Ltd. is asking $1,800 a year from each privately-owned television station, while CAPAC (Composers, Authors and Publishers Assn. of Canada) is asking 1¾% of gross revenue of privately-owned tv stations and 1¾% of gross revenue plus 1 cent per capita of population from the Canadian Broadcasting Corp.

BMI Canada Ltd. is not asking any tv performing rights fee from CBC. It is estimated that the CAPAC fee request would bring that organization $500,000 in tv fees. For radio stations no changes are asked by either society, CAPAC's fee being 1¾% of gross revenue, and BMI Canada Ltd. fee being by special arrangement with CBC and with the independent stations at 2 cents per licensed receiver at the time licensing of receivers stopped almost two years ago.

Melbourne Firm to Receive Zenith Phonevision Rights

WAY has been paved for the introduction of subscription tv in Australia and New Zealand under terms of a licensing contract announced between Zenith Radio Corp. and a Melbourne electronics manufacturer.

As provided in the pact, Rola Co. will organize a new corporation to be licensed under Zenith's Phonevision patents, and to manufacture and use transmitting-receiving equipment used in Phonevision systems. Rola also will seek "governmental and industry support" for toll tv, with the likelihood that the coding system will be used instead of telephone lines when tv transmission gets underway in Australia.

At the same time, E. F. McDonald Jr., Zenith president, expressed confidence the move would lead to "rapid expansion" of his firm's different systems and revealed Zenith is far along in negotiations with organizations in other countries.

Rola will be given fullest use of Zenith's Phonevision patents, it was explained. Its engineering representatives will visit Chicago for training by Zenith specialists who, in turn, will travel later to Australia.

A. Leonard Webb, Rola managing director, stated that "Phonevision will make television broadcasting in Australia commercially profitable and culturally outstanding without danger of over-commercialization." He felt it would be the happy medium between commercial tv with advertising and government sponsorship. Rola has studied all forms of toll tv for over a year, he added.

Canadians Honored by ACRT

SECOND annual dinner and presentations for outstanding work were held Nov. 18 by the Assn. of Canadian Radio and Television Artists at the King Edward Hotel, Toronto. Annual awards of the Canadian Council of Authors and Artists went to the immediate past president of the council, Bernard Hogue of Montreal, who won the Benrus Citation for "outstanding service contributing to the welfare of the Canadian artists"; to singer Shirley Harmer, who won the Caldwell Award for the "outstanding performer in television"; and to actress Kate Reid, who was presented with the Maurice Rosenfeld Memorial Award for "the outstanding newcomer in radio." Presentations were made by Neil LeRoy, CCAA president and chairman of the awards committee.

INTERNATIONAL SHORTS

Canadian Broadcasting Corp. has purchased Carlton Theatre in Toronto for use as broadcasting studio for productions involving large orchestras.

CJON-TV St. John's, Newfoundland, ch. 2, has appointed All-Canada Television Services, Toronto, as exclusive Canadian representative. Station will be on air early in 1955 with 1.06 kw video and 634 w audio power with antenna 359 feet above average terrain.

SECOND EUROVISION EXCHANGE UNDERWAY

Experience gained in first tests earlier this year contributing to current success.

SECOND Eurovision period started on Nov. 1. Under the second Eurovision plan, television stations in seven different European countries are exchanging a total of 20 tv programs within a period of two months.

Participating countries are Great Britain, France, Belgium, Holland, West Germany, Switzerland and Italy.

The first Eurovision hookup that ended on July 4 of this year, proved to attract well above normal audience interest though some technical difficulties were encountered. European tv station managers think that this second Eurovision period is only the start of longer and more regular European tv cooperation.

For American tv stations, the advance of Eurovision means that if and when NARCOM, the trans-Atlantic relay system, is opened there will be an efficient European tv network rather than single national tv systems having no experience in international program and technical cooperation.

A yet-unsolved problem is where commercial European stations will take their place in European hookups. Non-commercial European tv networks are wary about cooperating with commercial stations in matters of international program exchange.

However, commercial tv in Britain is just around the corner, and on the continent more stations are actively planned and will become a reality before long. It may well be that these commercial stations in Europe will either form a network of their own or participate in one form or the other in Eurovision network programming, even if some of the present contributors to Eurovision should not like it.

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RADIO-TV PLUGS THE PRESS

WVVW-WJPB-TV Fairmont, W. Va., simulcast a 45-minute program, "A Salute to the Press of Fairmont," two weeks ago when the Fairmont Newspaper Publishing Co. *(The Fairmont Times, The West Virginian, The Sunday Times-West Virginian)* moved into a new half-million dollar building. J. Patrick Beacom, president of Beacom Broadcasting Enterprises, operators of the stations, arranged the program, devoted to Fairmont and its progress as exemplified by the construction and occupancy of the new plant. Walter J. Mason, general manager of the newspaper company, C. E. Smith, editor of *The Times*, and Richard Parrish, editor of *The West Virginian*, were featured on the program. Mr. Beacom said, "Television and radio recognize the importance of a free press, and the value of its contribution to the welfare of the entire social structure. We want the people to know what a splendid move the Fairmont Newspaper Publishing Co. has made in building this fine new plant."

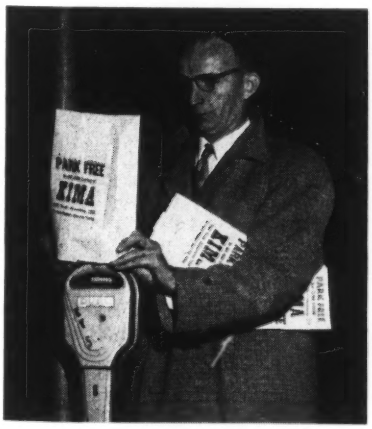
PARKING COURTESY OF KIMA

FREE PARKING for city shoppers resulted in a big day for local business and highlighted the 10th anniversary celebration of KIMA Yakima, Wash., Oct. 15.

To express its gratitude to the city's retail merchants, who largely have been responsible for KIMA's success during the past 10 years, the station worked out a plan with the Yakima City Commission to pay the city's average daily take on parking meters and parking violation fines. This provided free parking between 5:30 a.m. and 10 p.m. for the crowds of people who came into town for the occasion. KIMA covered the city's 1,500 meters with white paper hoods that read, "Park free for one hour —Courtesy of KIMA."

Bus transportation also was bought by the station between 9:30 a.m. and 12:30 p.m. to bring non-driving shoppers into town.

The promotion was a complete success, reports Thomas C. Bostic, vice president and general manager. He said retailers reported that business was like the day before Christmas.



THOMAS C. BOSTIC, vice president and general manager of KIMA Yakima, Wash., got up early the morning of Oct. 15 to place the free parking hoods on the city's meters. He was aided by 24 KIMA staff members.

'THE MILWAUKEE STORY'

BOOKLET with the lead sentence of "Lots of things are unusual about Milwaukee . . . and not only the sensational Braves attendance" has been sent to advertisers and agencies by WMIL Milwaukee. Titled "The Milwaukee Story," the brochure stresses the difference of Milwaukee audiences, describing their characteristics and habits, and why WMIL with its programming, "unique in radio," holds the most appeal for them. The station says it has "No Eddie Fisher . . . no Bing Crosby . . . no Perry Como . . . no Dinah Shore" and then lists its card of local personalities, who are ". . . the warp and the woof of Milwaukee." The brochure also lists results several advertisers have achieved from using WMIL.

'KLACSGIVING'

SECOND annual "KLACsgiving" party will be staged tonight (Monday) by KLAC Hollywood, with a guest list of 1000 local advertising agency executives, advertisers, recording and motion picture personalities, radio executives and press representatives. The station also has chartered a TWA Constellation to fly 56 San Francisco agency executives to Los Angeles for the party.

KABC MYSTERY SERIES

TWO new radio series, *D-24* and *Crime Club*, produced and transcribed in Australia by Dorothy Crawford of Hector Crawford Studios, Melbourne, share a half-hour segment of the Monday-through-Friday KABC Hollywood *Murder in the Afternoon* program. *D-24* scripts are based on factual cases from the Melbourne police department files, while *Crime Club* is a dramatized account of detective work in other lands.

MANISCHEWITZ WINE MAILING

EMIL MOGUL Co., New York, sent out an unusual mailing promotion piece for its client, the Manischewitz Wine Co.: a one dollar bill attached to a four page folder headlined "Man, Oh Manischewitz Means More Money for You." The promotion was sent to the salesmen's home addresses in order to dramatize the fall advertising campaign for Manischewitz Wine to the men who are selling it. The folder notes that the wine firm has placed its television jingle on 90 tv stations, 428 times a week, and the radio jingle on 158 radio stations, 3,876 times a week.

SCOTCH-LITE sign marking the site of the new home of WIBC Indianapolis, Ind., is being used at the same time as a promotion for its personalities. Each week a different personality has his name featured on the display. WIBC's new building, at 2385 N. Illinois St., will contain three studios and cover a total of 7,000 sq. ft. of floor space.

NBC TRIBUTE TO 'SYMPHONY'

IN a special tribute to the *Symphony of the Air* (formerly the *NBC Symphony*), NBC was to present a special one-hour broadcast Nov. 14 from 7-8 p.m. during which a recording made by the orchestra will be played. The record, which will not be offered for public sale, will be given as a souvenir to all persons who contribute $10 or more to the fund for the new organization, which is incorporated as a tax-free foundation under the name of Symphony Foundation of America, at room 154, Carnegie Hall, New York. The orchestra, which was created by NBC for Arturo Toscanini and which performed under his direction for 17 years until he retired last April [B•T, April 5], has made recordings and has given a concert during the past few months. It functions without a conductor.

'BLESS THIS HOUSE'

SERIES in leadership training, sponsored by the Church Federation of Greater Dayton, in conjunction with the National Council of Churches, is being carried each Sunday by WLWD (TV) Dayton, Ohio. Titled *Bless This House*, the program enrolls viewers, either as

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SALESMEN at WTOP Washington wear pocket size radios to add emphasis to the theme "radio goes wherever you go." Leaving WTOP's Broadcast House are (l to r) Lloyd Dennis, vice president for radio; Stanley McCormack, account executive; Robert Schellenberg, director of sales, and James Crismond and Arch McDonald Jr., account executives at the Washington station.

families or individuals, into its study of family life. Study groups gather in churches and homes to watch the program each week and later discussions are held under the supervision of leaders trained by the Church Federation. There are presently over 100 such study groups in an area reaching as far as 50 miles away, the station reports. The Federation includes "some 20 different Protestant denominations in the southeastern part of Ohio. However, the series is designed to appeal to all families, regardless of faith." The Dayton area was selected by the National Council for the country's "first experiment in leadership training via television" after study of various regions in the country, according to WLWD. Kinescopes of the series, the study course of which has been prepared by "many of the top religious educators in the nation," are being made to use as reference for other groups throughout the country.

BOWLING CONTEST

PIN TOURNAMENT, with a top prize of $1,000 to be awarded to the winner among male bowlers in the Chicago area, is being sponsored by Pete De Met, automobile dealer and sponsor of *Championship Bowling* on WNBQ (TV) Chicago. The competition is conducted in cooperation with the Bowling Proprietor's Assn. of Greater Chicago. Elimination contests are held in 16 bowling alleys in the area, with the semi-finals slated for Nov. 20. The top bowlers will appear on a telecast Nov. 27 for the prizes.

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CONTEST PULLS 46,040 REPLIES

DURING the week of Nov. 1 a total of 46,040 cards was received by ABC's *Breakfast Club* in a mystery guest contest run as a feature of the show's one-week stay in New York. A cash jackpot of $1,000 daily was offered in the contest, which required a postcard entry bearing the contestant's name, address and telephone number. Five celebrities were interviewed by m.c. Don McNeill as the mystery guests at the *Breakfast Club* broadcasts. Following the interview, a drawing was made from the post card entries. If the contestant could correctly identify the mystery guest in his phone conversation with Mr. McNeill, he won the day's $1,000 prize.

TEENAGE CONTEST ON WFEA

ROUND TRIP to either Paris or Rome via KLM Airlines is the grand prize in a contest being sponsored for teenagers by WFEA Manchester, N. H., Hill's Department Store in that city and KLM. The contest centers around *Hill's High Time*, sponsored daily on WFEA by the Hill store. Each day the show features a different teenage disc m.c. who selects records to be played and visits Hill's to gather material for commercials. A write-in vote will determine the winner. Second prize winner will be treated to a round trip weekend visit to New York.

WCBS-TV ADDS PARTICIPANT

ADDITION of the Grand Union Supermarket Chain, located in New York, New Jersey and Pennsylvania, as a participant in WCBS New York's "Supermarket" plan has been announced by Henry Untermeyer, sales manager, and Howard Lally, merchandising director of the station. The Grand Union Chain of more than 145 stores will join the WCBS plan on Jan. 1. Mr. Untermeyer noted that the addition of Grand Union will give participating sponsors in WCBS' merchandising plan a tie-in with most of the large retail food outlets in and around New York in the promotion of their products.

WPIX (TV) FRENCH FILM TESTS

"OPEN LETTER" to a number of radio-tv critics in the New York area served as the basis for the promotion of a programming experiment on WPIX (TV) New York two weeks ago. To determine whether top-notch French films would appeal to a mass tv audience, the station booked "Beauty and the Beast," a French film with English subtitles, on its *First Show*, beginning Nov. 1 and running for a consecutive week. The "open letter" reminded critics of the favorable reviews they had given the film when it played in motion picture theatres, and for this reason suggested the WPIX experiment would interest them. The station also announced that special arrangements had been made to determine the reaction of the New York tv audience to the French film.

CKVL BIRTHDAY CAKES

TO MARK its eighth birthday, CKVL Verdun, Que., Nov. 8 distributed birthday cakes with eight candles to agencies and advertisers in the Toronto and Montreal areas. The inscription on the cakes mentioned the birthday and the station's increase to 10 kw in power. The cakes were delivered by messengers, who lighted the candles upon bringing them to the agency executives.

DOUBLE COVERAGE

TWO announcers are assigned to cover the play-by-play of 14 local high school football teams by KWIZ Santa Ana, Calif., with one sportcaster calling all the offensive plays of one team during a game. The station reports favorable listener response, with the audience able to follow the games easier because two different voices call each team's play.

WMOU CELEBRATES BIRTHDAY

TO CELEBRATE its eighth birthday, WMOU-AM-FM Berlin, N. H., decided to operate differently for a day. Announcers on the station were replaced by their wives, female employes turned disc m.c.'s, and the engineering staff, somewhat nervously, became salesmen. The Mayor of Berlin, the chamber of com-

GOVERNOR RESPONDS

A FORMER CONVICT, wearing a black mask, faced a panel of criminologists on the *Operation Progress* program of KWK-AM-TV St. Louis to tell of poor conditions existing at the Missouri State Penitentiary when he spent three years there. The next day Gov. Philip Donnelly announced that he would appoint a committee to study prison conditions and recommend methods to prevent riots and rehabilitate inmates.

The ex-convict on the program was a prison inmate in September when a riot there caused four deaths and resulted in an estimated $3 million damage. He charged the prison is a "college for crime," and that the penal system offers no rehabilitation program.

The panel exchanged criticisms and offered suggestions directed at the prison system. Justin L. Faherty, public affairs director of KWK Inc. and assistant to the publisher of the *Globe-Democrat*, served as moderator.

DUMONT'S DISTAFF QUARTERBACK DISPLAYS SPLIT-T PRECISION

LYNN CLEARY, who coordinates DuMont's complex National Football League tv coverage, has active knowledge of the game. As a youngster, she quarterbacked a neighborhood team and nursed ankle sprains. She can throw a flat pass, maneuver a jump pass, dropkick or punt.

MISS CLEARY

She talks it, too. One day on the New York Giants team train, she caused the coach's eyelids to flip wide open when he noticed the slender, attractive woman more than holding her own in a pre-game bull session attended by gridiron beef and sportswriters.

She says she's that knowledgeable because of a dad—a football fan (and now her severest critic), who wanted her to understand the man's game so that she would not ask "silly questions about it like a woman."

In big-time football and in big-time tv, she knows answers to questions which come from all parts of the country, from advertisers, their agencies, football management, engineers, production staffs and cameramen. Now, in the middle of the season coverage, she's "Miss Troubleshooter," on tap, in person or at the telephone, as games are covered. DTN, which has broadcast rights to nine of the 12 NFL teams, telecasts the league's Saturday night and Sunday afternoon games.

When the season ends in January, she takes a deep breath and starts all over again (she's been doing this stint for DuMont for the four years it has been in professional football coverage). From February until September, she blocks out which stations can carry which games; figures air-time costs for prospective clients (with costs varying according to area, time and the number of games); computes program costs; figures out originations and remote pick-up points and works out regional and national commitments.

After this tentative schedule, she must re-work it at least twice before the firm schedule is set. In-between this charting, Miss Cleary works with traffic on cable allocations; attends sales meetings, blocks out commercials and sets up production mechanics for commercials—usually complicated by the fact that commercials rarely originate from the same point. Also, one game can have several sponsors with as many commercial origination points and announcers, all of which must be coordinated. And, some Sundays, DuMont covers two or three different games at the same time.

During the season, she spends time on planes and trains. When at a game, she briefs the director, production assistants and announcers, and talks with the station handling the commercials.

Miss Cleary, who has a 12-month a year football job, got into radio via WJZ (now WABC) New York and learned operations and sales. She joined DTN in 1947. Her "title" is business manager for network sales department. She got into football coordinating when she expressed thoughts on how the job could be done and it was bequeathed to her.

A native of New Rochelle, N. Y., with a degree from Miami U. (Oxford, Ohio), Miss Cleary since March 31 has been Mrs. Charles Christenson, the bride of a ship's captain on the Grace Lines. They live in Montclair, N. J. Watching a tv game, that DuMont is not covering, is "relaxation".

But this woman of quick decision and line-backer at trick coverage set-ups takes little credit. Reason she cites: it's the cameramen and production crew who "make" DTN's football telecasts.

merce head and the owner of the station were recruited for news shows. A news program aired in French was handled by the regular announcer's wife. The appearance of a Berlin girl, born on the same day the station began operation, highlighted the day. She was designated WMOU-AM-FM's "Birthday Twin" and given a three foot doll as a birthday present. The station reported a happy response from listeners and sponsors.

PRIME ADJACENCY to the Cleveland Browns football schedule to be carried by WGAR Cleveland is signed for by Mark Zettlemeyer of McDonough Motors, DeSoto-Plymouth dealers. Witnessing are (l to r) Ken Coleman, announcer of *Coaches Corner* program; Ken Patmore, WGAR sales executive, and Lloyd Schleiger of Ohio Advertising. WGAR originates the Browns games for a 20-station network, sponsored by the Carling Brewing Co. [B•T, Sept. 20].

GLOBAL AUDIENCE

LOUIS G. COWAN Inc., New York, reports that its *Conversation* program (NBC Radio, Sat., 8-8:30 p.m.) shortly will be heard in virtually every English-language speaking country in the world. CBC began carrying the recorded show Nov. 18 on the entire network. MacQuarie Broadcasting Service, largest network in Australia, and the largest station in Johannesburg, South Africa, have requested discs.

SALES MANAGER HONORED

COCKTAIL PARTY honoring Donald S. Newbury, newly-appointed sales manager of KFH-AM-FM Wichita, Kan., was staged Nov. 5 at the Hotel Lassen in that city. The celebration served a two-fold purpose: It introduced Mr. Newbury to a hundred businessmen of the city and out-of-town guests and it gave Wichitans the opportunity to view the CBS animated cartoon film, "Tune in Tomorrow." The KFH Ark Valley Boys and singer Kay Stalker entertained the guests and Doree and Bill Post of *Your Nearest Neighbor* presented a music and comedy show.

'PROGRAM CUES'

MONTHLY publication for persons in Westinghouse Broadcasting Co. who are particularly interested in programming is being circulated to WBC stations (WBZ-AM-FM-TV Boston, KYW-WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, KEX-AM-FM Portland, WOWO Fort Wayne, Ind.) by Dick Pack, program manager of the company. Mr. Pack explains the purpose of *Program Cues* in its first issue, published this month, as ". . . a kind of creative swapshop . . . a place where all of us can exchange ideas, suggestions, gimmicks, plus some shop talk, a personal item or two or three. . . ." *Program Cues* also contain a "Program Manager's Date Book" section, listing all sorts of dates and events which might be used in conjunction with a special program or series.

BANKO IS SUCCESSFUL

BANKO, a tv parlor game developed by William-Stanley Productions, Rockford, Ill., and which bowed on WTVO (TV) there last September, has proved successful in six markets and has prospects of 20 more stations, it is reported. Contracts have been negotiated for Banko programs on WICS (TV) Springfield, Ill., WOC-TV Davenport, Iowa, KWWL-TV

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ABC AIRS NATURALIZATION

ABC Radio broadcast a mass naturalization ceremony from Ebbetts Field, Brooklyn, Nov. 11 (11:30 a.m.-12 noon EST), during which 7,200 persons became U. S. citizens. The ball park was designated a federal district courtroom for the occasion. Federal Judge Robert A. Inch presided, and Attorney General Herbert Brownell addressed the new citizens and their friends and relatives watching the proceedings.

Waterloo, Iowa, WMTV (TV) Madison, and WKBT (TV) La Crosse, Wis., starting Nov. 17, according to Stanley Levy and William Laven, co-owners of the company. Viewers obtain playing cards and on the program numbers are selected by throwing ping pong balls into a receptacle holding numbers from 1 to 75. The numbers are covered as they are called on the cards headed B-A-N-K-O, with five completed in any direction determining the winner. The first ten people at home and a studio contestant who win receive prizes.

WBT-WBTV (TV) Charlotte, N. C., recently presented programs saluting National Newspaper Week. Looking over scripts used in the 15 minute radio show and the half-hour tv tribute are (l to r) Earl Crawford, *Charlotte Observer*, public relations director; Charles H. Crutchfield, executive vice president and general manager of the Jefferson Standard Broadcasting Co., stations' licensee, and Thomas L. Robinson, *Charlotte News* publisher.

Station Authorizations, Applications

(As Compiled by B • T)

November 11 through November 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. 'w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,634	2,631	128	166	76
Fm	561	537	34	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	262	316	578
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	115	405
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	935	337	725	528	1,254[1]
Educational	55		28	27	55[2]
Total	990	337	753	555	1,307[3]

[1] One hundred-twelve CPs (21 vhf, 91 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 611 already granted.

ACTIONS OF FCC

Existing Tv Stations . . .

APPLICATIONS

WCBS-TV New York, N. Y.—Columbia Bcstg. System Inc. seeks CP for ch. 2 to change ERP to 42 kw visual, 21 kw aural; antenna height above average terrain 1,300 ft. Filed Nov. 16.

KPRC-TV Houston, Tex.—Houston Post Co. seeks mod. of CP for ch. 2 to change type transmitter; antenna height above average terrain 630 ft. Filed Nov. 10.

KPKR Pasco, Wash.—Cascade Bcstg. Co. seeks mod. of CP for ch. 19 to change ERP to 8.83 kw visual, 4.43 kw aural; change transmitter location to Johnson Butte, Horse Heaven Hills, 8 miles SW of Kennewick, Wash.; antenna height above average terrain 1,247 ft. Filed Nov. 12.

STATIONS DELETED

WHRN (TV) Dover, Del.—Rollins Bcstg. Inc. FCC deleted tv station on ch. 40 at request of attorney. Deleted Nov. 10.

WGOV-TV Valdosta, Ga.—WGOV-TV Inc. FCC deleted tv station on ch. 37 at request of attorney. Deleted Nov. 9.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. FCC deleted tv station on ch. 46 at request of permittee. Deleted Nov. 8.

CALL LETTERS ASSIGNED

WBID-TV Detroit, Mich.—Woodward Bcstg. Co., ch. 62. Changed from WCIO-TV.

KENS-TV San Antonio, Tex.—San Antonio Bcstg. Co., ch. 5. Changed from KGBS-TV.

KPKR-TV Pasco, Wash.—Cascade Bcstg. Co., ch. 19.

New Am Stations . . .

APPLICATIONS

Tuscumbia, Ala.—Jesse Henry Hammond d/b as Power Center Bcstg. Co., 1590 kc, 5 kw daytime. Post office address 113 S. Main St., Tuscumbia. Estimated construction cost $32,381, first year operating cost $35,000, revenue $75,000. Mr. Hammond is an auto dealer. Filed Nov. 10.

Hillsdale, Mich.—Hillsdale College, 1570 kc, 250 w daytime. Post office address % Dr. J. Donald Phillips, Hillsdale. Estimated construction cost $12,552, first year operating cost $30,000, revenue $40,000. Principals include Chairman **Ralph C. Rosencrance**; Pres. **J. Donald Phillips**; Treas. **B. Scott Edwards**, and Sec. **Richard Knight**. Filed Nov. 9.

Clarksdale, Miss.—Anne P. McLendon, Harding Corley & Harvey T. Ross d/b as Coahoma Bcstg. Co., 1570 kc, 1 kw daytime. Post office address % Harvey T. Ross, P. O. Box 339, Clarksdale. Estimated construction cost $14,500, first year operating cost $32,400, revenue $43,200. Principals in general partnership include **Anne P. McLendon** (50%), retail furniture; **Harding Corley** (20%), accountant, and **Harvey T. Ross** (20%), attorney. Filed Nov. 2.

Portland, Ore.—W. Gordon Allen & John Truhan, 1290 kc, 1 kw daytime. Post office address % W. Gordon Allen, 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,400, first year operating cost $75,000, revenue $108,000. Principals in equal partnership include **W. Gordon Allen**, pres.-59.1% stockholder KGAL Lebanon, ⅓ partner KGAE Salem, sole owner KRGA

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Springfield, all Oregon, ½ partner KBAM Longview, and sole owner KLOQ Seattle, both in Washington, and **John Truhan,** ½ partner KBAM, and ⅓ partner KGAE. Messrs. Allen and Truhan are partners in bid for new am station at Pendleton, Ore. Filed Nov. 16.

APPLICATIONS AMENDED

Newburgh, Ind.—Southern Ind. Bcstrs. Inc. amends bid for new am station on 1590 kc 500 w daytime to specify 910 kc 1 kw, directional. Filed Nov. 12.

Morehead, Ky.—Morehead Bcstg. Co. amend bid for new am station on 1310 kc 1 kw daytime to specify 1330 kc. Filed Nov. 10.

Pocomoke City, Md.—Walter F. Harris Jr. amends bid for new am station on 1290 kc 1 kw daytime to specify 1470 kc. Filed Nov. 10.

Hopkins-St. Louis Park-Edina, Minn.—R. C. Brown amends bid for new am station on 950 kc 1 kw daytime, directional to change name to Suburban Bcstg. Corp. Filed Nov. 12.

Existing Am Stations . . .

ACTIONS BY FCC

WHBI Newark, N. J.—May Radio Broadcast Corp. granted CP to install new transmitter and change studio location to 155 Washington St., Newark. Granted Nov. 8; announced Nov. 16.

WTRB Ripley, Tenn.—West Tenn. Radio Service granted Mod. of CP to change studio location to 113 W. Washington, Ripley. Granted Nov. 8; announced Nov. 16.

KFIZ Fond du Lac, Wis.—KFIZ Bcstg. Co. granted CP to change transmitter location to Scott St., at the West city limits. Granted Nov. 10; announced Nov. 16.

APPLICATIONS

KGEK Sterling, Colo.—Elmer G. Beehler seeks CP to change from daytime ot unlimited on 1230 kc. Filed Nov. 15.

WMRP Flint, Mich.—Methodist Radio Parish seeks CP to change from 1510 kc 250 w to 1570 kc 500 w. Filed Nov. 15.

WVMI Biloxi, Miss.—Radio Assoc. Inc. seeks CP to change from 1 kw to 5 kw on 570 kc. Filed Nov. 15.

WATH Athens, Ohio—A. H. Kovlan & J. D. Sinyard amend bid to increase power from 1 kw to 5 kw on 1540 kc to specify 970 kc 1 kw. Filed Nov. 12.

KANN Sinton, Tex.—San Patricio Bcstg. Co. seeks CP to change from 1 kw daytime, directional to 1 kw day, 500 w night, unlimited, directional day and night on 1590 kc. Filed Nov. 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WXYZ-FM Detroit, Mich.—WXYZ Inc. granted CP to change ERP to 4.1 kw; antenna height above average terrain 410 ft. Granted Nov. 8; announced Nov. 16.

KCMO-FM Kansas City, Mo.—Meredith Engineering Co. granted request to cancel CP which authorized change to combine fm and tv facilities. Granted Nov. 8; announced Nov. 16.

WHA-FM Madison, Wis.—State of Wis. State Radio Council granted CP to change ERP to 22.05 kw, antenna height above average terrain 185 ft. Granted Nov. 10; announced Nov. 16.

STATION DELETED

WGKV-FM Charleston, W. Va.—Kanawha Valley Bcstg. Co. granted request to cancel license and delete fm station on ch. 253. Deleted Nov. 8; announced Nov. 16.

Ownership Changes . . .

ACTIONS BY FCC

WGAD Gadsden, Ala.—Coosa Bcstg. Co. granted voluntary transfer of control to Radio Muscle Shoals Inc., licensee of WOWL Florence, Ala., through sale of all stock for $5,000 and assumption of mortgage for $27,500. Principals include **WOWL** (50%); Pres. **James L. Garrett** (25%), assistant manager WOWL, and **Richard B. Biddle** (25%), president-52½% owner WOWL. Granted Nov. 17.

WMGA Moultrie, Ga.—John F. Pidcock granted voluntary assignment of license to John F. Pidcock and Roy F. Zess d/b as Radio Station WMGA through sale of 65% interest to Mr. Zess, WMGA station manager, for $28,000. Granted Nov. 17.

WPWA Chester, Pa.—Lou Poller granted voluntary assignment of license to Eastern Bcstg. Co. for $187,500. Eastern Bcstg. is subsidiary of Delaware River Ferry Co. Principals include Pres. **Louis Kapleski** (11%); **Leon Cherksey** (3%); Vice Pres. **Harold D. Steinbright** (7%), and Sec. **Lyle K. Slingluff.** Granted Nov. 17.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Inc. granted transfer of control from Donald E. Newhouse to the *Patriot-News* for $250,000. The *Patriot-News* is owned equally by the *Long Island* (N. Y.) *Daily Press* and the *Staten Island* (N. Y.) *Advance.* All three newspapers are owned by Samuel I. Newhouse. Granted Nov. 17.

WTYC Rock Hill, S. C.—Tri-County Bcstg. Co. granted voluntary transfer of negative control (50%) to A. Lincoln Faulk and his wife Pauline E. Faulk for $15,000. Mr. & Mrs. Faulk are associated in the ownership of WCKB Dunn, N. C. Granted Nov. 17.

KJIM Beaumont, Tex.—KPBX Bcstg. Co. granted voluntary transfer of control to Ben Rogers and 4 others through sale of all stock for $10,000. Principals include Pres. **Ben J. Rogers** (13%); Vice Pres. **Walter L. Rubens** (49%), commercial manager KCOH Houston; **Nathan J. Rogers** (12%); **Sol J. Rogers** (13%), and **Victor J. Rogers** (13%). The Rogerses are all brothers and each owns 1% interest in KCOR San Antonio. Granted Nov. 17.

KOGT Orange, Tex.—Sabine Area Bcstg. Corp. granted transfer of negative control (50%) from Hadassah Jacobs and others to Edwin T. Lovelace Jr. for $3,000. Mr. Lovelace is vice pres.-general manager of KOGT. Granted Nov. 17.

APPLICATIONS

KFIA (TV) Anchorage, KFIF (TV) Fairbanks, Alaska—Richard R. Rollins seeks assignment to Midnight Sun Bcstg. Co. for $100,000 interest in Midnight Sun. Principals include Pres. **A. G. Cooley** (1.8%); Vice Pres. **Miriam Kinsey** (2.4%), and **The Lathrop Co.** (91%). Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage, KJNO Juneau and KABI Ketchikan, all in Alaska. Filed Nov. 16.

KCOM Sioux City, Iowa—KCOM Bcstg. Co. seeks voluntary assignment of license to a partnership d/b as Siouxland Bcstg. Co. for $120,000. Principals in the partnership include **William F. Johns Jr.** (90%), 51% owner WOSH Oshkosh, Wis.; **W. F. Johns Sr.** (3½%), president-8% owner WSPT Stevens Pt., Wis., pres.-70% owner WSHB Stillwater, Minn., and 17% owner WOSH; **Patricia Johns** (3½%), and **Penrose H. Johns** (3½%), treas.-5% owner WSHB and 17% owner WOSH. Filed Nov. 5.

WLLH-AM-FM Lowell, Mass.—Merrimac Bcstg. Co. seeks voluntary transfer of control from Louise F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, to corporation through sale of 64% interest for $18,568. Filed Nov. 9.

WMAS-AM-FM Springfield, Mass.—WMAS Inc. seeks voluntary transfer of control from Louise F. Cheney, administratrix of the estate of Albert S. Moffat, deceased, to corporation through sale of 60% interest for $16,431. Filed Nov. 19.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. seeks involuntary transfer of control to Olive E. Deegan (51%), executrix of the estate of James P. Deegan, deceased. Filed Nov. 12.

WNLA Indianola, Miss.—W. L. Kent & John M. McLendon d/b as Central Delta Bcstg. Co. seek voluntary assignment of license to corporation Delta Bcstg. Co. No consideration involved as principals retain identical interests. Filed Nov. 15.

WLDB Atlantic City, N. J.—Leroy Bremmer & Dorothy Bremmer d/b as Atlantic City Bcstg. Co. seek voluntary assignment of CP to corporation Atlantic City Bcstg. Co. No consideration involved as partners retain identical interests. Filed Nov. 8.

KWBM Williston, N. D.—Charles L. Scofield & James C. Carson d/b as KWBM Bcstg. Co. seek voluntary assignment of license to Charles L. Scofield through purchase of 50% interest from Mr. Carson for $40,000. Mr. Scofield, ⅓ owner KLTZ Glasgow, Mont., will now be sole owner. Filed Nov. 15.

KFLW Klamath Falls, Ore.—Herald Pub. Co. of Klamath Falls seeks voluntary assignment of license to parent corporation Southern Ore. Pub. Co., 75% owner KRNR Roseburg, and 19% owner KYJC Medford, both in Oregon. Filed Nov. 8.

WIBG-AM-FM Philadelphia, Pa.—Seaboard Radio Bcstg. Corp. seeks voluntary transfer of control to Paul F. Harron through sale by Jack Kelly and family of 30% interest for $250,000. Mr. Harron, pres.-30% owner of the stations, purchases 28% of the Kelly family interest. Filed Nov. 10.

KILL Lubbock, Tex.—Grady Franklin Maples & R. B. McAllister d/b as McMa Agency seek voluntary assignment of license to Radio Station KILL Inc. No consideration involved as partners retain identical interests. Filed Nov. 15.

WBCR Christianburg, Va.—Vernon H. Baker tr/as Montgomery Bcstg. Co. seeks voluntary assignment of CP to Montgomery Bcstg. Co. No consideration involved as Mr. Baker remains as sole owner. Filed Nov. 9.

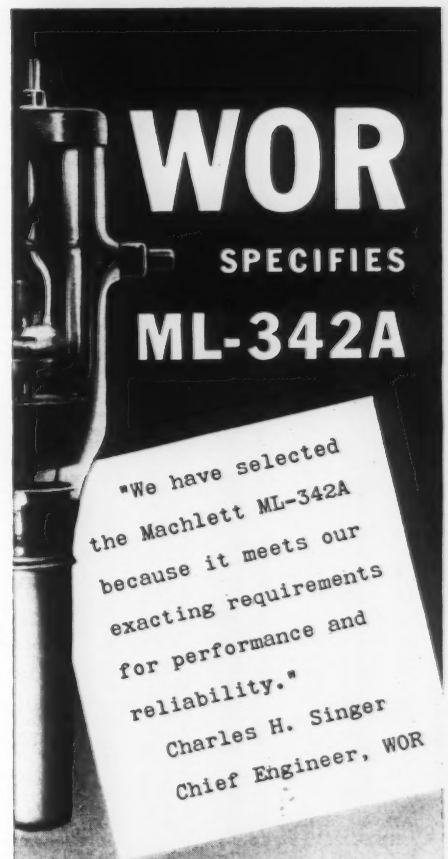
Hearing Cases . . .

INITIAL DECISION

Peoria, Ill.—New tv, ch. 8. FCC hearing examiner Elizabeth C. Smith issued initial decision looking toward grant of the application of WIRL Television Co. for a CP for new tv station on ch. 8 in Peoria, Ill.; condition, and denial of the competing application of WMBD Inc. Action Nov. 15.

OTHER ACTIONS

KTRK-TV Houston, Tex.—Houston Consolidated Tv Co. FCC by memorandum opinion and order, (1) granted special temporary authority to operate commercially on ch. 13 until Jan. 6, 1955, and (2) denied petition filed by Gulf Television Co. (KGUL-TV, ch. 11), Galveston, requesting the Commission to withhold action or designate above application for hearing. Comr. Doerfer dissented. Action Nov. 17.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Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

Routine Roundup . . .

November 12 Applications

ACCEPTED FOR FILING

Remote Control

WSHB Stillwater, Minn.—St. Croix Bcstg. Co.—(BRC-564).

WWHG Hornell, N. Y.—The W. H. Greenhow Co.—(BRC-566).

KABL—Salt Lake City, Utah, William W. Phillips—(BRC-565).

Modification of CP

KBIC-TV Los Angeles, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1345) as mod. which authorized new tv station to extend completion date to 5-16-55 (BMPCT-2603).

WEHT (TV) Henderson, Ky., Ohio Valley Television Co.—Mod. of CP (BPCT-1024) as mod. which authorized new tv station to extend completion date to Jan. 1955 (BMPCT-2600).

WISE-TV Asheville, N. C., WISE-TV Inc.—Mod. of CP (BPCT-1143) as mod. which authorized new tv station to extend completion date to 6-29-55 (BMPCT-2602).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. of CP (BPCT-230) as mod. which authorized new tv station to extend completion date to 6-14-55 (BMPCT-2599).

WKBN-TV Youngstown, Ohio, WKBN Bcstg. Corp.—Mod. of CP (BPCT-275) as mod. which authorized new tv station to extend completion date to 3-10-55 (BMPCT-2598).

KGNC-TV Amarillo, Tex., Globe-News Pub. Co.—Mod. of CP (BPCT-769) as mod. which authorized new tv station to extend completion date to 3-8-55 (BMPCT-2597).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—Mod. of CP (BPCT-1401) as mod. which authorized cnanges in facilities of existing tv station to extend completion date to Sept. 1955 (BMPCT-2596).

WFRV-TV Green Bay, Wis., Valley Telecasting Co.—Mod. of CP (BPCT-1147) which authorized new tv station to extend completion date to 5-10-55 (BMPCT-2601).

KETC (TV) St. Louis, Mo., St. Louis Educational Television Commission—Mod. of CP (BPET-20, as mod., which authorized a new noncommercial educational tv station) to extend completion date (BMPET-55).

November 15 Applications

ACCEPTED FOR FILING

License for CP

WCBY Cheboygan, Mich., Richard E. Hunt ar/as Straits Bcstg. Co.—License to cover construction permit (BP-8753), as modified which authorized a new standard broadcast station (BL-5510).

WHOA San Jaun, P. R., Continental Bcstg. Corp.—License to cover construction permit (BP-8559), as modified which authorized new standard broadcast station (BL-5506).

KOL Seattle, Wash., Seattle Bcstg. Co.—Modification of construction permit (BP-9062) which authorized change from employing DA day and night (DA-1) to DA night use only (DA-N) for extension of completion date. (BMP-6690).

Remote Control

WRDW Augusta, Ga., Radio Augusta Inc.—(BRC-570).

WHBL-FM Sheboygan, Wis., WHBL Inc.—Operation by remote control from Foeste Hotel Bldg., N. 8th St., Sheboygan, Wisconsin (BRCH-116).

WJTN-FM Jamestown, N. Y., Jamestown Bcstg. Co.—Operation by remote control from Hotel Jamestown Bldg. 110 West 3rd St. Jamestown, N. Y. (BRCH-117).

WRPB Warner Robins, Ga., Warner Robins Bcstg. Co.—(BRC-571).

License Renewal

WOBS Jacksonville, Fla., Southern Radio and Equipment Co.—(BR-1984).

WLBE Leesburg, Fla., WLBE Inc.—(BR-2131).

WMSN Raleigh, N. C., Merchants & Farmers Station—(BR-3017).

WAPA San Juan, P. R., Jose Ramon Quinones—(BR-1494).

WBCU Union, S. C., Bcstg. Co. of Union Inc.—(BR-2345).

Renewal of License

WFLA-FM Tampa, Fla., The Tribune Co.—(BRH-168).

WDAE-FM Tampa, Fla., Tampa Times Co.—(BRH-609).

KRON-TV San Francisco, Calif. Chronicle Publishing Co.—(BRCT-94).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—(BRCT-53).

Modification of CP

KBAK-TV Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. of CP (BPCT-1165) as mod., which authorized new tv station to extend completion date to 6-10-55. (BMPCT-2602).

WDXI-TV Jackson, Tenn., Dixie Bcstg. Co.—Mod. of CP (BPCT-1255) as mod., which authorized new tv station to extend completion date to 6-28-55 (BMPCT-2604).

November 16 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 12

Modification of CP

The following were granted extension of completion dates as shown:

WKBN-TV Youngstown, Ohio, to 6-10-55; KETC (TV) St. Louis, Mo., to 5-6-55; WEHT (TV) Henderson, Ky., to 6-3-55; KBAK-TV Bakersfield, Calif., to 6-10-55.

Actions of November 10

Granted License

WMEN Tallahassee, Fla., WMEN Inc.—Granted license for am broadcast station; 1330 kc, 1 kw, D (BL-5504).

KRTV Hillsboro, Ore., Tualatin Valley Bcstrs.—Granted license for am broadcast station; 1360 kc, 1 kw, D (BL-5505).

WCRB-FM Waltham, Mass., Charles River Bcstg. Co.—Granted license for fm broadcast station (BLH-1012).

WFMT (FM) Chicago, Ill., Gale Bcstg. Co.—Granted license for fm broadcast station (BLH-920).

Modification of License

KRIZ Phoenix, Ariz., Melody Shops Inc.—Granted mod. of license to change name of licensee to KRIZ Inc. (BML-1607).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WRPB Warner Robins, Ga.; KERO Bakersfield, Calif.; WSHB Stillwater, Minn.; KABL Salt Lake City, Utah; WKNB West Hartford, Conn.; WJTN Jamestown, N. Y.; WWHG Hornell, N. Y.; WJTN-FM Jamestown, N. Y.

Modification of CP

The following were granted extension of completion dates as shown:

WGR-TV Buffalo, N. Y., to 6-7-55; WBRE-TV Wilkes-Barre, Pa., to 6-1-55; KGNC-TV Amarillo, Tex., to 6-8-55; WFAA-TV Dallas, Tex., to 6-2-55; WRBS Bay Shore, N. Y., to 2-28-55; KHJ-TV Hollywood, Calif., to 4-28-55.

Actions of November 9

Modification of CP

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—Granted mod. of CP for extension of completion date to 1-30-55.

Actions of November 8

Granted License

WKAM Goshen, Ind., Kosciusko Bcstg. Corp.—Granted license covering change of facilities, type transmitter and change of transmitter and studio location; 1460 kc, 500 w, D (BL-5502).

KVOX Moorhead, Minn., KVOX Bcstg. Co.—Granted license covering change of facilities, installation of DA for night only (DA-N), change transmitter location and install new transmitter; 1280 kc, 500 w, 1 kw-LS, DA-N, U (BL-5423).

WPAQ Mount Airy, N. C., Ralph D. Epperson—Granted license covering increase in power to 5 kw, except during critical hours, as defined in proposed agreement with Canada and installation of a new transmitter (BL-5503).

KLZ-TV Denver, Colo., Aladdin Bcstg. Corp.—Granted license for tv broadcast station (ch. 7) and to change studio location; ERP: vis. 269 kw, aur. 135 kw; antenna 1,010 feet (BLCT-231).

WWLP (TV) Springfield, Mass., Springfield TV Bcstg. Corp.—Granted license for tv broadcast station (ch. 61) (BLCT-185).

Modification of License

WILD Birmingham, Ala., Pilot Bcstg. Corp.—Granted mod. of license to change name of licensee to The Pilot Corp. (BML-1605).

Modification of CP

The following were granted extensions of completion dates as shown:

KWWL-TV Waterloo, Iowa, to 5-3-55; WCNO-TV New Orleans, La., to 5-30-55; KBTV (TV) Denver, Colo., to 6-1-55; WCOV-TV Montgomery, Ala., to 5-10-55; KEDD-TV Wichita, Kan., to 5-27-55; KGTV (TV) Des Moines, Iowa, to 5-55; KTLA (TV) Los Angeles, Calif., to 6-2-55; WIND-TV Chicago, Ill., to 5-25-55; WIAN Indianapolis, Ind., to 2-5-55.

Action of October 1

Modification of CP

WOOK-TV Washington, D. C., United Bcstg.—Granted mod. of CP to extend completion date to 4-24-55.

November 16 Applications

ACCEPTED FOR FILING

Modification of CP

KFWB Los Angeles, Calif., KFWB Inc.—Mod. of CP (BP-9206) as reinstated and mod. which authorized installation of a new transmitter for an auxiliary transmitter for extension of completion date (BMP-6694).

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. of CP (BP-6251) as mod. which authorized changes in frequency, hours of operation, transmitting equipment and type of transmitter for extension of completion date (BMP-6695).

WICR Cruz Bay, V. I., Mary Louise Vickers tr/as West Indies-Caribbean Radio—Mod. of CP (BP-9071) which authorized new standard broadcast station for extension of completion date (BMP-6693).

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BP-6235) as mod. which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change transmitter location for extension of completion date (BMP-6692).

Renewal of License

WNNC Newton, N. C., Southern Radiocasting Co.—(BR-1999).

WENC Whiteville, N. C., Whiteville Bcstg. Co.—(BR-1311).

WMYB Myrtle Beach, S. C., Coastal Carolina Bcstg. Corp.—(BR-2038).

License for CP

WAIP Prichard, Ala., Prichard Bcstg Co.—License to cover CP (BP-9371) which authorized new standard broadcast station (BL-5512).

WADP Kane, Pa., Northern Allegheny Bcstg. Co.—License to cover CP (BP-9426) which authorized change in frequency (BL-5511).

(Continued on page 121)

Eastern Independent

$37,500.00

Kilowatt daytimer, the only station in an excellent small eastern market that is growing rapidly due to the influx of new chemical plants. Operating profitably under absentee ownership. Liberal financing.

Western Network

$125,000.00

Fulltime, well equipped station in valuable isolated market. Currently earning approximately $40,000.00 per year. Can be purchased on liberal terms with $40,000.00 cash down to qualified buyer.

Appraisals • Negotiations • Financing

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Custom-Built Equipment
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COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
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DESIGNERS • BUILDERS • INSTALLERS
record libraries, office partitions, reception desks, special consoles, fine custom cabinet work.

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To Be Seen by 75,956* Readers
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CLASSIFIED ADVERTISEMENTS

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC Network. Texas. Box 271F, B•T.

New station in medium western Pa. market. Good draw against 20%. Resume to Box 309F, B•T.

Heavyweight! Capable of assuming list of top-notch accounts, many on air. Eastern seaboard independent. Box 395F, B•T.

Thoroughly experienced salesman to handle national sales for stable midwest radio-tv station. Needed immediately. Terrific opportunity. Send complete details first letter. Box 421F, B•T.

Wanted—experienced, capable salesman, going accounts, live prospects, fine guarantee and liberal commission. Contact Jake Higgins, Manager, Box 142, WITY, Danville, Illinois.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

WE NEED . . . .

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This NATION-WIDE service establishes confidential contact between broadcast stations and qualified personnel.

HOWARD S. FRAZIER

TV and Radio Management Consultants

708 Bond Building

Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Independent kw daytimer needs stable experienced sales-service man. Commission, drawing account, salary—you name it. L. O. Fitzgibbons, Manager, WRRR, Rockford, Illinois.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Announcer. 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Man with a gimmick. Well known major market station wants DJ with friendly personal style plus gimmick such as singing, piano, voice, impersonations, etc. Must have good record of proven success and stable personal habits. Must be presently employed, not in a rush to change jobs, but interested in advancement. Salary open but will be more than you are now paid. Send letter only. Box 384F, B•T.

Versatile disc jockey needed by progressive midwest Mutual radio and NBC television station where results really count. Send complete particulars including air check first letter to Box 420F, B•T.

Wanted: Announcer. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have a car. Position open now. KSCB, Box 311, Liberal, Kansas.

Staff and play-by-play sports announcer for NBC station. KSYL, Alexandria, Louisiana. Strong on news. Send resume and tape.

Opening experienced announcer. Emphasis on versatility. Complete information, references first letter, with tape, tranx to L. J. Rocke, WCAX, Burlington, Vermont.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

WNXT, 5 kw, Portsmouth, Ohio, needs announcer capable of doing spot commercials, news and record show. Experience essential. Send audition, snapshot and complete information about yourself to Manager.

Announcer for 20 hours staff announcing and 20 hours gathering and announcing local news. Salary $70. Send letter, photo, audition of news and commercials to Joel Lawhon, WVOT, Wilson, N. C.

Announcer for play-by-play sports and farm programs at WGTC, Greenville, N. C. Salary between $70 and $80 depending on ability. Send letter, photo, audition tape of farm news and play-by-play to Joel Lawhon, P. O. Box 170, Wilson, N. C.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Writer-announcer to write all copies and do so announcing for leading station in area. Wonderful winter climate. $80 salary to start for experienced man. Send sample copy, background a audition. Box 365F, B•T.

Copywriter—traffic! Virginia independent. U usual opportunity for right man. All repl confidential. Box 397F, B•T.

Newsman with good voice. Ability to gath and write local news. Box 398F, B•T.

News director—gather, write, broadcast lo news. Live-wire Pennsylvania independent w strong news string organization. Must have go voice. Handle tape recorder. $75.00. Box 41 B•T.

Executive producer. Excellent opportunity stable, experienced program manager to ha duel am-tv programming operation in midwe Must be capable of handling administrative well as programming phases. Send compl resume, photo, first letter. Box 418F, B•T.

500 watt Mutual radio-100,000 watt NBC-AB DuMont tv station desires ambitious progra director for progressive midwest market. Chan of life-time. Send complete details. Box 42 B•T.

5000 watt 24 hour station immediately needs e perienced copywriter. May do some announcin Woman would be considered. Send complete i formation and recent picture first letter to Jo R. Jage, Manager, WKNK, Muskegon, Michiga No phone calls please.

Situations Wanted

Managerial

Manager, fully experienced in program, promo tion, sales. Excellent record and recommend tions. Presently employed. Fifteen years execu tive experience. Salary secondary to opportuni to produce. Box 5F, B•T.

Commercial manager—seeking opportunity large market in sales or management. Solid back ground, national, regional; local sales. Excelle radio experience all phases (but technical). M married—two children. Top references. B 355F, B•T.

General manager: Experienced with network an independent operation. Can make your statio the best sounding in the area; your books the be looking. Box 381F, B•T.

Radio-television executive available. Seekin permanent position as general manager, radio t television station with opportunity to participat in ownership or top position in allied field. 1 years broadcast experience, last 8 in developmen ownership and management of radio and tele vision stations. Excellent engineering and sale background. 39 years old, family man with be references. Presently managing medium marke radio and television station. Would relocate a most anywhere but prefer west coast, northwes mountain area or assignment in Mexico City wit American firm. Box 388F, B•T.

General manager—successful all phases radi Successfully managing small market midwes desire permanency medium market. Will buil your sales and station operation. Clean cut, har working sales and administrative executive, mar ried—two children. Immediate change desire Box 412F, B•T.

Go getting duo—top managing-selling, announ ing-writing team looking for better opportunit Strong station-sales promotion. Unceasing flo of new ideas responsible for present station acceptance in area. Family men. Box 413F, B•

Salesman

Salesman—announcer, 26, married, desires chang college graduate. Available February. Prefe south or southwest. Box 356F, B•T.

Illinois only! 14 years sales. Immediate available. Reliable, loyal, trustworthy. Bo 382F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 56F, B•T.

Very good negro staff man, still developing, currently working in the south, would desire to relocate permanently, preferably in the north. Box 278F, B•T.

Experienced announcer—seeking second break. Authoritative news. Relaxed DJ, vet. Box 280F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 327F, B•T.

Program director, currently employed, seeking larger market, desires to locate aggressive station as PD and/or all night DJ. Know operation from experience. Pop music, news specialty. Present income $110 weekly. What have you to offer? Tape, resume on request. Box 339F, B•T.

Big Ray, needs pay, don't delay, write today! Box 352F, B•T.

Announcer: 2½ years, strong news, commercial delivery. Act, character voices. Box 358F, B•T.

Available January 15 announcer and/or program director. Prefer Florida or North Carolina. Will consider all. Six years experience. Single, sober. Box 367F, B•T.

Ex-minor league baseball player with one year announcing experience, plus four years non-radio sales, desires salesman-sports announcer with year 'round play-by-play including minor league baseball. Married, 29, college. Box 368F, B•T.

Radio-tv announcer. Staff, control board. Strong hillbilly DJ, commercial newscasts. Resume, tape, references. Box 370F, B•T.

Staff announcer—all-around. Recent radio school graduate. Hard worker. Box 371F, B•T.

Top-flight announcer - newscaster personality. Eight years outstanding radio-news background. Capable in music, DJ, sports. Position in metropolitan market with future. Box 373F, B•T.

Staff announcer with two years experience seeking progressive station. Air check on request. Box 377F, B•T.

One-man-staff—specializing in writing and announcing. Now PD. Exceptional on news and commercials; imaginative DJ; creative copywriter. 6 years experience. 32, married. Children. Box 378F, B•T.

New radio personality available February 1st. Prefer south or southwest, DJ, sports, farm, excellent training. For details write Box 386F, B•T.

Major market—top disc jockey with am-tv. Consider till dawn slot. Box 392F, B•T.

Present employer suggested moving to larger market. Seven years experience. Top play-by-play and sports man in state. Interested in straight sports. Will do staff if necessary. Married and one child, available January 1st. Details on inquiry. Box 396F, B•T.

Announcer, station staff, light experience, high potential, good news, smooth commercials, pleasing platters, seeking permanent connection. Travel, resume, tape. Box 400F, B•T.

Announcer, station staff, light experience, high potential, terrific personality DJ, saleable commercial, smooth news, seeking permanent connection. Travel, tapes, references. Box 401F, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced staff announcer. Versatile. Strong music, news. Operate board, tape. College grad, single. Prefer northeast. Box 403F, B•T.

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Well qualified staff man, news, DJ. Currently working college town, population 50,000. Seeking next step. $80 up. Box 417F, B•T.

Family man—dependable, sincere. Desire near Los Angeles area. Tape on request. Box 424F, B•T.

Staff announcer, light experience, married. Will travel, available immediately, very conscientious. Short time staffer, write copy, good news. Commercial, travel, ambitious. Box 426F, B•T.

General staff—limited experience, versatile, ambitious, hard-working. Available now, salary secondary, tape and resume. Don Barton, 26 Linden Street, Brooklyn 21, New York.

Announcer, former PD, morning man—3½ years radio. 1 year television. Present station going off air. Married, 2 children, 29, vet. Jay Corrington, 1217 Latham, Lima, Ohio. Phone 2-7430.

Original approach. Staff announcer, news, DJ. Present salary $324. Available immediately. Robert Dunn, 1011 N. McLean, Bloomington, Ill., 4-4179.

2 years experience. DJ, news, play-by-play baseball-basketball, copywriting. Desire eastern or New England state. HY 8-1075, Bob Feriss, 630 Dumont Avenue, Brooklyn 7, New York.

Staff announcer, light experience, married, will travel. E. Hickey, RD No. 1, New Oxford, Pa.

Available. Experienced staff man. Newscasts, commercials, DJ. Pleasing voice, personality. C/o Kiernan, 6406 Franklin Ave., Hollywood 28.

Announcer DJ, news. Operate console, Midwestern graduate. Tape, resume. Will travel. Ray Lentz, 2032 N. 73rd Ct., Elmwood Park, Ill.

Seeking permanent position in south. Strong news and commercial; short on experience, long on talent for opportunity pay-off. Unattached, car. Bill Manning, 1814 West 6th Street, Brooklyn, N. Y.

Dependable disc jockey—staffman desires permanent position with progressive station. Popular and hillbilly music; 4 years radio and television—versatile, ambitious, presently employed. Lou Shabott, 84 West Union Street, Wilkes Barre, Pa.

Top notch, announcer, DJ, newsman, highly qualified chief engineer, experienced, energetic, sales experience, seeking greater opportunity Texas or southwest. Family, best references. Available two weeks. 405 Fifth Street, S.E., Childress, Texas.

Announcer. First class license, good voice, experienced. 3025 Jennings, Sioux City, Iowa or telephone 7-2035.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer—six years experience transmitter, console, recordings, remotes. Box 302F, B•T.

Experienced chief engineer combo, maintenance, remotes, installation. Box 357F, B•T.

Engineer. 12 years broadcast experience. Available January 10th. Prefer midwest, west coast, television or radio studio. Box 383F, B•T.

Television and radio engineer; 1st class phone license. Experienced in all phases of tv and radio. Studio and transmitter operator and maintenance, microwave links. Available immediately. Box 402F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Not fair, fat and 40, not trembling and 20 either. Just young enough to want a good, challenging job. Gal with experience in copy, traffic, air work, available for right job. Prefer Kansas, Oklahoma or Colorado location. Box 282F, B•T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Program director-announcer, female, saleable ideas. Good copy. First phone. College. Twelve years radio experience. Box 369F, B•T.

Available immediately. 11 years experience radio, newspapers, wire service. Regular contributor national magazines. Want public relations, publicity, news. College. Vet. Draft exempt. Box 389F, B•T.

Good writer, creative and commercial ability. College, radio school. Good typist, dictation. Resume, photo, samples. Box 399F, B•T.

TELEVISION

Help Wanted

Salesmen

Top audience station in market has opening for experienced energetic salesman to handle local tv sales for 100,000 watt NBC-ABC DuMont station. Midwest. Send complete information, Box 422F, B•T.

Announcer

Texas television station has immediate opening for announcer, director, with special emphasis on announcing abilities. Medium market with complete studio set-up. Send letter and picture with experience, salary expected and references that can be contacted. Excellent opportunity for young man with talent and willing to work. Box 415F, B•T.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted . . . Ambitious engineer with medium of two years experience in installation and maintenance of video equipment. Excellent opportunity to advance into management as assistant to our Director of Engineering. This company operates two radio and tv stations in the midwest. Must be willing to work hard to learn all phases of engineering administration, including planning of new installations, supervising of maintenance, supervision of operating engineers, and handling correspondence. Please write a complete description of experience, including data on education, salaries received and salary expected. All information held confidential. Box 375F, B•T.

Wanted: First class tv technician with actual video experience. This position is permanent and offers good salary and ample opportunity for advancement. Write giving complete employment record and education. Include photo. Box 390F, B•T.

Production-Programming, Others

Accountant—experienced in budget and cost control, prefer radio or tv background. Opportunity to advance in established South Carolina tv-radio operation. State age, experience, salary. Box 359F, B•T.

Program director. Must have successful background in similar capacity, at station level; be able to conceive and produce readily salable local programs on a modest budget; must be experienced in film buying, production, direction, have executive ability and be strong on promotion. Detail your complete story, including present earnings and salary expected. North Central location. Confidential. Box 379F, B•T.

Young woman needed to do woman's program in addition to other duties at tv station in central Pennsylvania. A home economics background preferred but not necessary. Send resume and picture to Box 393F, B•T.

Situations Wanted

Managerial

Program director, assistant manager, operations manager. Excellent qualifications. Long, successful am-tv experience. Seek contacts with new or established tv requiring key man of proven executive and creative ability. Box 277F, B•T.

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

"The test of a man is what he does (and has done!) . . ." 16 years of television and radio experience qualifies me to manage your station's production department. Box 380F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman now employed in tv desires position offering better opportunity. Box 391F, B•T.

Determined college graduate, 29, desires return to first love . . . radio or tv sales. Experienced am tv. Solid selling. Relocate anywhere. Box 410F, B•T.

Announcer

Top-flight seasoned announcer—program man, major market am-tv offers 4 years finest radio-tv experience, excellent references and hard work in exchange for program and/or production staff opening with opportunity for advancement. Box 372F, B•T.

Technical

Engineer, 1st phone, married, veteran, experienced tv studio and microwave, RCA Institutes graduate, prefer northeast states, excellent references. Box 364F, B•T.

Engineer, thoroughly experienced all phases am-fm. Present employer 8 years. Ex-Navy CRT. Desires permanent position with vhf-tv station. Maintenance preferred. Excellent references. Box 356F, B•T.

Qualified cameraman, floor manager, boom operator, with wide training in directing and audio, video, operation, desires position with growing organization. Good network and small station experience as popular vocalist. Some film knowledge. Age 26, veteran, single, reliable. Box 404F, B•T.

First phone—2 years radio-5 kw am-directional plus varied electronic experience. 3 years training radio, tv, communications. Desire position tv studio engineer. Single, draft exempt, will travel. Al Lipshitz, Room 707, YMCA, Erie, Pennsylvania.

Production-Programming, Others

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Television newsman. 16 months tv experience. Announcer. "Beat" man, news writer. 4 years radio, news, action sports. Newspaper background. Single, 24, draft exempt, university graduate. Box 360F, B•T.

Mr. New Station Owner: Have you found that top-notch production manager yet? Look over these qualifications: 1. Can hire, train and manage local people in all phases of stagework. Camera, lighting, carpentry, set-design, mike-boom. 2. Can conceive, produce and direct local shows as fast as your salesmen can sell them. 3. Four years tv experience. Family man, home-owner. 4. Interested only in progressive operation with strong emphasis on local programming. 5. Making good salary. Desire to work on incentive or bonus plan for results. Best references including present employer. Box 385F, B•T.

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B•T.

FOR SALE—5000 WATT FULLTIME
Network Station in Southwest

Absentee ownership and serious illness of manager only reason to dispose of valuable station. Solid in community, founded 1946, good frequency, completely modern, no real estate. Price: $175,000.00. Will require very little cash to handle, prefer 10 year payment for balance. For sale by owners direct to reliable and successful radio man. Will phone details immediately upon receipt of bonafide inquiry. Reason for blind ad, is to prevent raiding of good accounts by competition. Immediate possession.

Write or Wire Box 419F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Award winning newscaster and writer, matu... delivery, thirty-three, ten years experience, pre... ently employed, seeks future. Box 416F, B•T.

For Sale

Stations

Exclusive profitable tri-city 500 watts Ohio da... time independent. Retiring. Cash. Box 28... B•T.

Radio station in one of Wisconsin's top marke... priced at $60,000. Box 363F, B•T.

250 watt radio station, full time operation, locate... in eastern North Carolina. Reply Box 387F, B•T.

Free list of good radio and tv station buys no... ready. Jack L. Stoll & Associates, 4958 Melros... Los Angeles 29, California.

Radio and television stations bought and sold... Theatre Exchange. Licensed Brokers. Portland... 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft... galvanized EMSCO type RT 27 tower, 40-lb. wind... loading, to support 12 bay turnstile antenna o... channels 7-13, including A-4 lighting, completely... fabricated, ready to ship. Make offer. Write Box... 296F, B•T.

$38,000 Johnnie Andrews 650 foot guyed tower fo... $12,500. Complete tower including guys, lighting... etc. For further details, contact Box 297F, B•T.

For sale, six bay RCA super turnstile antenna... type TF-6A/B. Will work on channels 8 through... 11. Good condition, reasonably priced. Box... 353F, B•T.

Federal type 101C field intensity meter, brand... new, in original case. At cost, $1,071.90. Write... Box 425F, B•T.

Magnecorder tape recorder #PT 6-JAH in excel... lent condition, $350.00. Ken Kilmer, KBOE... Oskaloosa, Iowa.

RCA 70A vertical-lateral turntable. $100.00. KFRO... Longview, Texas.

300 foot Lehigh, self-supporting, double galvan... ized tower suitable for tv. Design drawings... available. Best offer takes it. Write or call J... Hatfield, KIRO, Seattle, Washington.

Two Ampex 401-A tape machines, used but in... excellent condition. Cases included. $495.00... each. KTHT, Houston, Texas.

WE transmitter—presently operated at 2500 kw... original 5000 kw. No reasonable offer refused... Write Bill Masi, WHBI, Newark, N. J., or call... SO 3-1146.

250 watt station equipment, complete except fo... tower. Immediately. Walt Kinney, c/o WKAT... Miami Beach, Fla.

Commercial crystals and new or replacement... broadcast crystals for Bliley, Western Electric... RCA holders, Conelrad frequencies, crystal, re... grinding, etc., fastest service. Also monitor and... frequency measuring service. Eidson Electronic... Co., Temple, Texas. Phone Prospect 3-3901.

Two RCA 70-C turntables, complete—two Presto... 6N recorders—three Ampex 400 tape recorders—... one Magnecorder PT63 portable—all used. Write... for complete list, Northwestern Recording, 41... S.W. 13th St., Portland, Oregon.

Tape recorder. Presto latest model, 2 case port... table. 3 channel mixer, used 70 hours. Sacrifice... $450.00. E. L. Osborn, 1540 S. Campbell, Spring... field, Missouri, or call collect 5-1433.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in... the market for a radio property in a major mar... ket. Send details. Box 211F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Wanted to Buy—(Cont'd)

Equipment Etc.

Wanted 50kw fm transmitter and associated equipment. Package deal preferred. Send reply to Box 351F, B•T.

Needed immediately—used 250 watt transmitter regardless of condition, for Conelrad and standby purposes. Rush details to Box 354F, B•T.

Complete equipment for new 250 watt am station transmitter, monitors, board, tables, remote control gear and 150' tower. Box 362F, B•T.

Wanted to buy 5000 watt am transmitter less than five years old. Must be in excellent condition. State price and full particulars in reply. Box 374F, B•T.

Wanted to buy: A used 500 watt or larger fm transmitter and accessories. Box 376F, B•T.

1 to 3 kw fm transmitter modulation and frequency monitor antenna and cable. Have one 250 watt am TEMCO and one Gates 250-500 watt am would like to trade on above fm equipment. Box 414F, B•T.

One G. E. frequency monitor for use on 96.9 megacycles "fm". WOPI, Inc., Bristol, Tennessee.

Wanted—used studio disc recorder in good condition. Forward description and price to Arliss Woodward Entertainment Agency, 2520 Schaeffer Street, Saginaw, Michigan.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director

(with air qualifications)

Girl Friday

Announcers (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

All Personnel must be capable of air work.

Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEPM
Martinsburg, W. Va.

Salesman

TV and RADIO SALESMAN

Immediate opening for aggressive, strong, successful TV and radio salesman for well accepted VHF network station in competitive two station Illinois market. Must have car. Fine, permanent income.

Box 406F, B•T

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

RADIO

Situations Wanted

Managerial

AVAILABLE

Ask any Radio Pioneer. 25 years management, sales, programming. Familiar with all networks, leading representatives, major agency executives, coast-to-coast. Write or call

ED YOCUM
838 Lewis Avenue
Billings, Montana
Phone 3-3656

Announcers

VERSATILE TV ANNOUNCER

6 years radio, over year TV. Age 27. Experienced in news, commercials, weather, MC work. Now employed in Southeastern regional VHF. Happy with station! Unhappy with city. Family man and would like to settle in any other city.

Box 394F, B•T.

Hate to lose him, help need place him. I have a hard working, dependable staff announcer, DJ, staff changes compel his release. Want to see him well placed. Versatile top drawer man—pops—concert—country. Good at dialects which sell. 2½ years commercial experience, all phases. Available about November 30th. Contact E. M. Allen, General Manager, KWNO, Winona, Minnesota.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5

KOTV TULSA, OKLAHOMA

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

(Continued from page 116)

KURV Edinburg, Tex., KURV Inc.—License to cover CP (BP-6473) which authorized change hours of operation and installation of directional antenna for night use (BL-5513).

WPLY Plymouth, Wis., Arthur J. Berber, Harold C. Steinke, Clair G. Burrill, and Willard C. Fischer, d/b as Eastern Wisconsin Bcstg. Co.—License to cover CP (BP-8969) as mod. which authorized new standard broadcast station (BL-5514).

Renewal of License

WTAN Clearwater, Fla., Clearwater Radio Bcstrs. Inc.—(BR-2148).

WHBO Sulphur Springs, Fla., Sulphur Springs Bcstrs. Inc.—(BR-1985).

WSRC Durham, N. C., Southern Radiocasting Co.—(BR-3016).

WUSC-FM Columbia, S. C., The Extension Division of the U. of South Carolina—(BRED-100).

Remote Control

KIMO Longmont, Colo., Longmont Bcstg. Co.—(BRC-572).

WAYB Waynesboro, Va., Waynesboro Bcstg. Corp.—(BRC-573).

WTRW Two Rivers, Wis., Two Rivers Bcstg. Co.—(BRC-574).

License for CP

WOL-FM Washington, D. C., Washington Bcstg. Co.—License to cover CP (BPH-1964) which authorized changes in licensed station (BLH-1013).

Modification of CP

WBAP-FM Fort Worth, Tex., Carter Publications Inc.—Mod. of CP (BPH-1929) which authorized changes in licensed station for extension of completion date (BMPH-4959).

November 17 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for extension of time to and including Nov. 26 in which to file answer to petition filed by Jackson Bcstg. & Tv Corp., Parma, Mich., to dismiss application of Mich. State Bd. of Agriculture, and petitions of Jackson and Triad to enlarge the issues in re proceeding for ch. 10 (Dockets 11169 et al.).

Fresno, Calif., KARM The George Harm Station; Calif. Inland Bcstg. Co.—Granted petitions for extension of time to and including Nov. 26 within which replies may be filed to exceptions to initial decision in re applications for ch. 12 (Dockets 9050, 10650) (Action taken 11/12).

By Hearing Examiner R. Gifford Irion

KGUL-TV Galveston, Tex., Gulf Tv Co.—Continued from Nov. 18 to Dec. 7 the hearing in re (Docket 11207), because of other commitments of Examiner.

The Examiner, on his own motion, continued without date, the hearing scheduled for Nov. 15 in re applications of Radio Station WSOC Inc., et al., for ch. 9 in Charlotte, N. C. (Dockets 8837 et al.).

By Hearing Examiner Basil P. Cooper

Orlando, Fla., Mid-Florida Tv Corp.—Denied petition to enlarge the issues with respect to the financial qualifications of WORZ Inc., in re applications for ch. 9 (Dockets 11081, 83).

By Hearing Examiner Herbert Sharfman

Miami, Fla., L. B. Wilson Inc.—Ordered that the time for filing initial proposed findings in re applications for ch. 10 (Dockets 9321 et al.), be extended to Dec. 31, with optional replies due 30 days thereafter.

By Hearing Examiner Charles J. Frederick

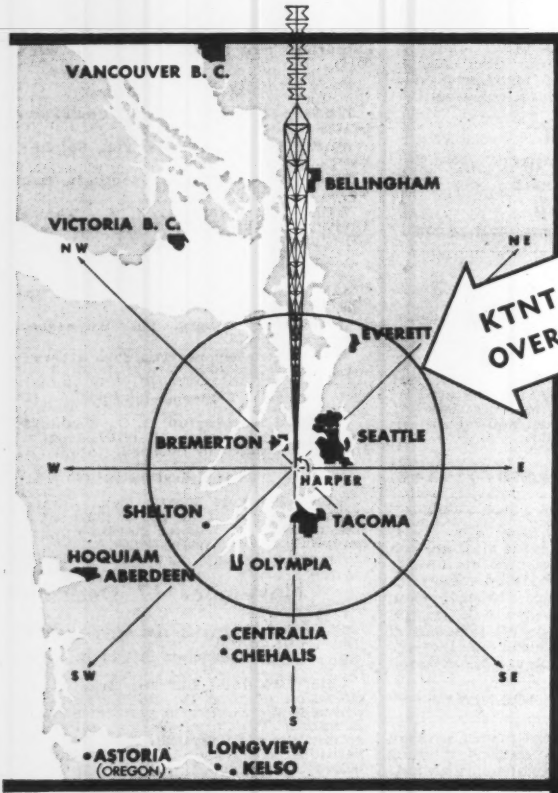
Ordered that the hearing in re applications of City of Jacksonville, et al., for Channel 12 in Jacksonville, Fla., be closed, but that the record be kept open until Dec. 1 for the purpose of receiving certain exhibits (whose contents are known to the parties) and for the further purpose of issuance by the Examiner of an Order embodying certain requested rulings (Dockets 10833 et al.).

Hastings, Neb., The Seaton Pub. Co.—Continued hearing sine die in re application for ch. 5 (Docket 10965) because of certain matters involving a proposed petition of applicant to amend its application (Action taken 11/10).

By Hearing Examiner James D. Cunningham

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition to reopen the record for the purpose of receiving in evidence WERD's Exhibit No. 65 (Dockets 10638 et al.), in re am facilities, and the record was thereafter closed.

The Word Gets Around...Buy Puget Sound!



KTNT-TV-INFLUENCE AREA

(Over 2,000,000 Able-to-buy People)

Of all Puget Sound Television Stations, Only KTNT-TV Covers These Major Cities in its "A" Contour:

SEATTLE • TACOMA • EVERETT
BREMERTON • OLYMPIA

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour

(based on 1950 census)

City of Seattle	38%
Balance of King County	21%
Pierce County (including Tacoma)	22%
Balance of area north, west and south (including Everett, Bremerton and Olympia)	19%
	100%

IT'S A VIBRANT, GROWING AREA

The entire Pacific Northwest has enjoyed a steady, healthy growth . . . and it is still growing. For example, the combined population gain for the five cities shown in the above map is 28.4% from 1940 to 1950 (U.S. Census), and 14.1% from 1950 to April 1, 1954.

BEST over Puget Sound

KTNT TV

CHANNEL ELEVEN

316,000 WATTS

ANTENNA HEIGHT 1000 FT. ABOVE SEA LEVEL

CONTACT WEED TELEVISION

CBS TELEVISION for PUGET SOUND

KTNT-TV, 11th & Grant, Tacoma 5, Washington

TELESTATUS

November 22, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/28/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 99,814
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,421

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair; 18,000
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,929,254
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,929,254
►KHJ-TV (9) DuM; H-R; 1,929,254
►KNXT (2) CBS; CBS Spot Sls.; 1,929,254
►KRCA (4) NBC; NBC Spot Sls.; 1,929,254
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,929,254
►KTTV (11) Blair; 1,929,254
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC. DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,016,110
►KPIX (5) CBS; Katz; 1,016,110
►KRON-TV (4) NBC; Free & Peters; 1,016,110
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 76,715
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
►KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
►WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

Total stations on air in U. S. and possessions: 413; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,916,446.
* Indicates educational stations.
† Cities NOT interconnected to receive network service.
(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton. Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WSJV-TV

GOES UP IN POWER

Now in excess of 250,000 Watts!

NOW MORE THAN EVER YOU GET COMPLETE COVERAGE in the

SOUTH BEND — ELKHART MARKET

An exclusive UHF Market. Now with

204,103

UHF TV FAMILIES

WSJV-TV

NBC ABC in

South Bend-Elkhart and the rich St. Joseph Valley

For availabilities and rates see your

H-R TELEVISION MAN

WSJV-TV

ELKHART, INDIANA

John F. Dille, Jr. President

John J. Keenan, Commercial Manager

NEVER DREAMED OF SUCH COVERAGE

124,272

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS - DUMONT

represented by
WEED TELEVISION

New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (*3) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 660,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (d)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/55
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,130
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 68,347
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macor—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,127
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 202,600
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,130
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 202,015
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/28/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311
Wichita—
►KAKE-TV (10) ABC; Hollingbery
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 62,075
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►KALB-TV (5) Weed
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
►KPLC-TV (7) Weed
►KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 171,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,640
►WTWO (2) Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
►WCSH-TV (6) NBC; Weed; 130,988
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
►WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

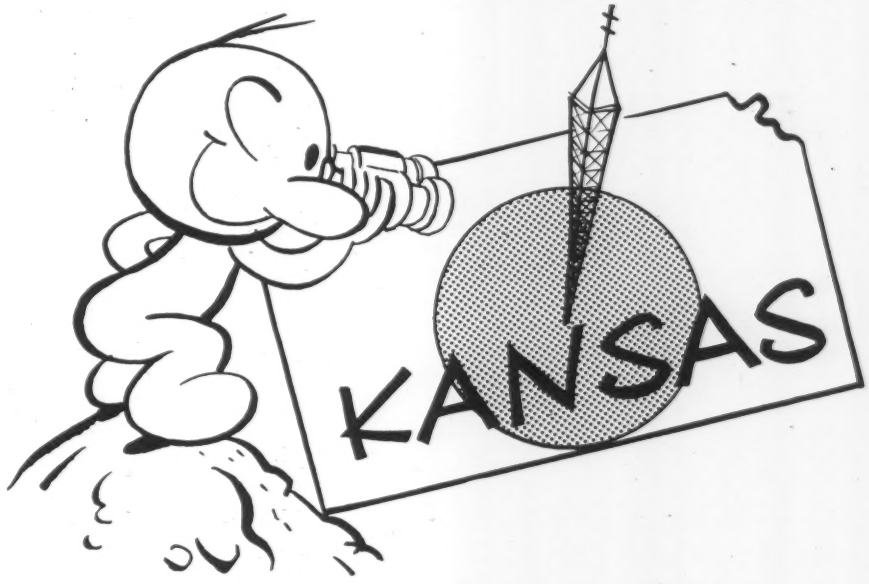
Adams (Pittsfield)—
►WMGT (74) DuM; Walker; 135,541
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 148,000
►WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 65,543

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
►CKLW-TV (9) See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
►WCCO-TV (4) CBS; Free & Peters; 533,000
►WTCN-TV (11) ABC; Blair; 533,000
Rochester—
►KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 511,000
►WMIN-TV (11) ABC, DuM; Blair; 533,000



WINDY, the bright spirit of television in Central Kansas, is getting a good look at the situation — and now he knows the secret to **KTVH**'s success!

According to WINDY's findings, "**KTVH** caters to the Kansas audience. **KTVH** interprets the Central Kansas pulsebeat with a programming policy geared to the particular area. No outside influences are allowed to interfere. **KTVH** IS KANSAS TV — one and the same — in more than 230,140 prospective homes!"

Learn how you can associate yourself with this ideal condition!

KTVH
WICHITA - HUTCHINSON
CHANNEL **12**
VHF
240,000
WATTS
CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

WHERE CLEAR-CUT REPRODUCTION REALLY COUNTS

you'll find the

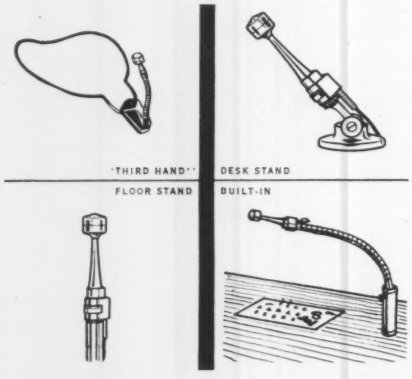
TURNER 80

STUDIO CONTROL ROOM AT WMT-TV, CBS IN EASTERN IOWA

There's no room for garbled or misunderstood directions here. That's why WMT-TV chooses the Turner 80 in its control rooms. This small, convenient microphone has a Bimorph moisture-sealed crystal, mechanical and shock proofed to deliver true and clear reproduction every time.

A good example of versatility . . .

The Turner 80's styling, compactness, convenience and performance make it one of the most versatile microphones available. It's non-directional with a response of 80-7000 cps, sensitivity around —54 db. Count the many uses for intercom microphones in your Broadcasting or Telecasting organization. That's the number of times the Turner 80 can work for you.



Model 80. List Price $15.95

THE TURNER COMPANY

TURNER

936 17th Street NE,
Cedar Rapids, Iowa

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 96,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 128,716
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 66,700
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 49,289
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-12/1/55
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (d)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 17,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 349,530
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 341,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,500
► WLOS-TV (13) ABC, DuM; Venard; 205,872
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 239,209
►WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 25,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 724,140
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 367,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 167,381
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 289,503
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 123,614
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,650
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-12/4/54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 89,307
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 45,055
Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker. 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870
Scranton—
►WARM-TV (16) ABC; Hollingbery; 181,397
►WGBI-TV (22) CBS; Blair; 185,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 184,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 189,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

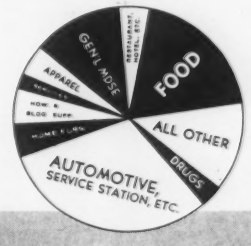
Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
►WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson (Greenville)—
►WAIM-TV (40) CBS; Headley-Reed; 70,876
Camden†—
WACA-TV (15) 6/3/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Getting your share of this near **BILLION DOLLAR** *market?*



North Carolina
Greenville ★
WNCT is the only TV station completely covering this prosperous Eastern Carolina regional market
Set count now nearly 90,000

Population about a million . . . Retail sales about a billion. **WHAT'S YOUR MARKET POSITION HERE?** Good, bad or indifferent, **WNCT can help improve it.** Write, 'phone or wire (collect) for complete facts and figures.

PRIMARY CBS AFFILIATE

WNCT Greenville ★ N. C. **channel 9**

Operating on 100,000 watts full time

A. Hartwell Campbell, General Manager

JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

Charleston—
► **WCSC-TV (5) ABC, CBS; Free & Peters;** 126,603
► **WUSN-TV (2) NBC, DuM; H-R**
Greenville—
► WFBC-TV (4) NBC; Weed; 301,892
► WGVL (23) ABC, DuM; H-R; 75,300
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 65,070
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham;** 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/25/54
Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson;** 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 91,060
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► **KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson;** 37,194
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 59,598
► KGNC-TV (4) NBC, DuM; Katz; 59,593
KLYN-TV (7) 12/11/53-Unknown
Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 92,207
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► **KROD-TV (4) ABC, CBS, DuM; Branham;** 59,106
► KTSM-TV (9) NBC; Hollingbery; 56,766
Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters;** 408,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 370,000
KTRK-TV (13) ABC; Blair; 2/23/54-11/20/54
KTVP (23) 1/3/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/13/53-Unknown
Longview†—
► **KTVE (32) Forjoe; 24,171**
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; **63,843**
► **KDUB-TV (13) CBS, DuM; Avery-Knodel;** 65,000
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► **KMID-TV (2) ABC, CBS, NBC; Venard; 38,500**
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KENS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 215,328
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► **KCEN-TV (6) NBC; Hollingbery; 89,349**
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
► KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
► **KFDX-TV (3) ABC, NBC; Raymer; 76,100**
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► **KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800**
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 85,000

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 93,971
Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 120,000
Newport News—
► **WACH-TV (33) Walker**
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
► **WVEC-TV (15) See Hampton**
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► **WSLS-TV (10) ABC, NBC; Avery-Knodel;** 276,345

As the Navy goes...

so goes the world

27,300 sailors and Marines

8,500 civilian workers

having a combined payroll of

$5,000,000

per month

are based in Charleston

Another reason why we have over 100 advertising success stories in our first year of operation.

WCSC-TV

Channel 5

CBS ABC

John M. Rivers, Pres.

Free & Peters, Inc.
National Representatives

CHARLESTON, S.C.

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) ±2/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 91,515
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 351,150
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

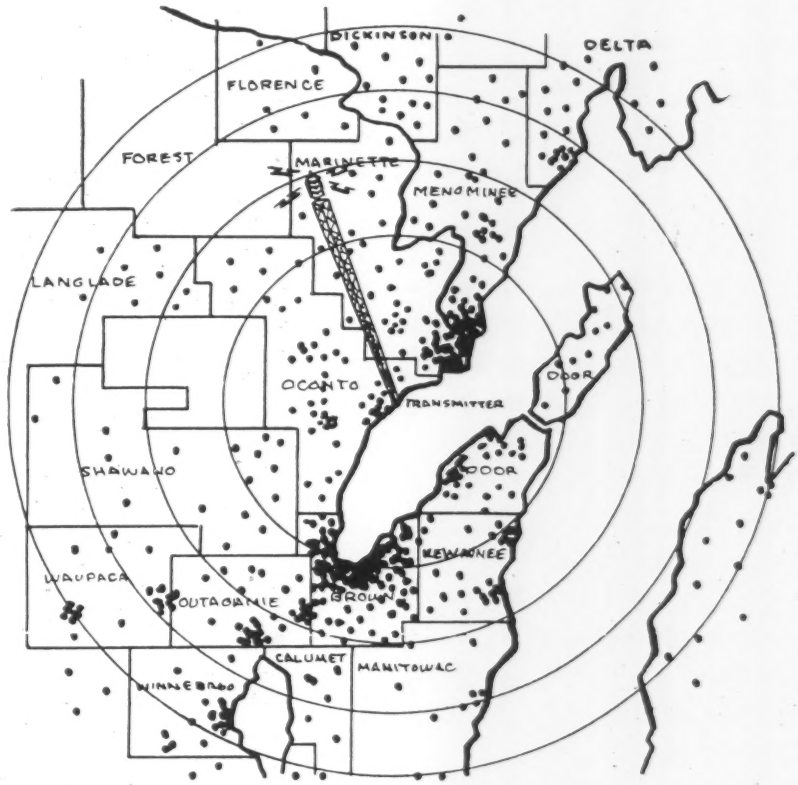
MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

UPCOMING

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.
Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.
Nov. 28: Communion breakfast, Catholic Apostolate—Radio, Television & Advertising, Waldorf-Astoria, New York.
Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.
Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.
Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.
Dec. 3: Board of Governors, Canadian Broadcasting Corp., Toronto.

SEE How II Covers Green Bay Packerland



Here's where WMBV's mail came from during its first three weeks of telecasting. Most of this mail enclosed money for recipes and household needs offered on WMBV's afternoon Home Show and in late evening offers.

For Attractively Low Rates and Unduplicated Coverage See

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WMBV-TV

Radio-Television Park, Marinette, Wis.
Green Bay Phone HEmlock 5-9389
Milwaukee Phone WOodruff 4-3587

Competition: Color Added

IN THE stiffening inter-media competition which will be the inevitable corollary of color television development, television will have to brace itself for a fight. As we commented here last week, tv is beginning to do that through the organization of Television Advertising Bureau.

But radio, too, may expect new attacks in the period ahead. As television, with its added dimension of color, begins to eat into budgets that newspapers, magazines and other visual media have monopolized, these other media are going to look in all corners for new advertising money. In one corner they will find radio.

Hence the action taken last week to beef up the Broadcast Advertising Bureau may be viewed with particular gratification. BAB, or rather the Radio Advertising Bureau as it will be called after Jan. 1, should be in good trim to join battle on behalf of radio.

In a sense, of course, TvB and BAB will be themselves competitive. But they will find their principal antagonists among the other media. Color tv will introduce far more difficulties for newspaper and magazine space salesmen than it will for radio men, for color will be particularly useful to users of the visual media.

It is in the ensuing effort of these visual media to capture new accounts as a replacement for business lost to color tv that radio is bound to feel some shocks. These shocks will be survived only if radio is buttressed by a strong promotion program.

In its relatively few years of existence, BAB has had a double job on its hands—not only to sell radio to advertisers but also to sell BAB to broadcasters. Of the two jobs, BAB has done the second better, and it was necessary that it should. It can now be said that BAB has enlisted a strong and growing membership. With the substantial dues that are now assured, it will be able to concentrate more attention on its other job—selling radio to advertisers.

For the good of both air media, a strong TvB and a strong RAB will be essential.

'NAB'—In Name Only

THERE'S a new "NAB" in the broadcasters' lexicon—the National Audience Board. The first chapter was activated in Los Angeles a fortnight ago with the purpose of "maintaining high standards in tv programming" but with an ear toward radio, too.

Because of past experience with pressure groups and do-gooder projects they always have been suspect with us. Most have been paper outfits seeking public contributions.

The prime mover of "NAB" is Peter Goelet, former owner of WGNY Newburgh, N. Y., identified with one of the country's most prominent banking families. He is well-known in broadcasting and amateur radio circles. He has been a free-enterpriser, who abhors censorship or government interference with business.

The NAB project contemplates formation of chapters in major cities. It extends the hand of cooperation to broadcasters. Mr. Goelet disclaims "big stick" aspirations. He wants to get at the "wilfull minority" through public opinion.

We're still from Missouri, even though the project appears to have points to commend it. It will bear watching. Without the cooperation of broadcasters and advertisers, NAB will go the way of all reformer flesh—as another misguided pressure outfit.

Taking the Starch Out of ANPA

MR. ALLEN B. SIKES regards cost-per-thousand as a "meaningless" yardstick. This is scarcely news of stop-the-press type, a term of which Mr. Sikes undoubtedly will approve. Mr. Sikes is field director of the Bureau of Advertising, American Newspaper Publishers Assn., and everybody knows where the lowest cost-per-thousand can be found.

We suspect Mr. Sikes is galled by the broadcast media's continuous, and rightful, emphasis on their lower costs-per-thousand. He took to the rostrum of the Advertising Club of New Haven a few days ago to let fly at comparisons made on this basis [B•T, Nov. 15]. It was a speech which we should like to complete.

Mr. Sikes cites a television program which he says is generally popular throughout the country and reaches 40% of the tv homes in Cincinnati and 7% in Dallas-Ft. Worth. He figures this might be a good buy for a brewer but a waste of money for "the guy selling chili con carne, which is highly popular in the Southwest." We venture the chili con carne vendor would find it profitable too, if he is interested in increasing his market. There must be somebody in Cincinnati who would develop a taste for chili—and we venture the cost-per-thousand would work out favorably.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Fosslip, let's have a little less consumption of beer and wine before and after the commercials, too!"

Mr. Sikes makes a point that print advertising is read because people are interested in the product advertised, but that radio-tv audiences tune in for the programs, not the commercials. In the latter we think he is correct and that this is the surest way of getting the commercial across—and of reaching people who didn't realize they were interested in a product as well as those who are. And can't print advertising readership also be classified as "incidental"? Can't whole magazines be read without an advertisement getting attention?

Mr. Sikes also cites the Daniel Starch research organization's findings that the average tv commercial is seen—we think Mr. Sikes meant "is recalled"—by 41% of the program viewers. Mr. Sikes should update his own research. More recent Starch figures hike that 41 to approximately 60.

McConnaughey Block

BAPTISM of George C. McConnaughey before the Senate Interstate Commerce Committee on his confirmation as a member and chairman of the FCC was nothing to write home about. But it's evident that Democratic members expected him to become expert on all things involving FCC policy in the short month he had served.

Mr. McConnaughey was the innocent victim of partisan by-play. The Democrats had decided to block confirmation of all "controversial" Eisenhower appointments at this special McCarthy censure session, anticipating control of the Senate next January.

Mr. McConnaughey's record as an administrator, both in Ohio as chairman of its Public Utilities Commission, and for nearly a year as chairman of the Renegotiation Board in Washington, was good. His expressed philosophy of regulation in the broadcast field has been forthright—he's for a minimum of government interference.

Because Mr. McConnaughey didn't seem to know all the answers on uhf, intermixture of uhf and vhf in the same markets, and subscription tv, he may be in for some rather rigorous examination at the next session. His nomination must be resubmitted. But, even after three months, he could not conceivably know all the answers in so highly complex a field as telecommunications.

It was for this reason that we urged the Administration to retain the then *status quo* on the chairmanship and allow the new appointee to familiarize himself with problems and procedures, "rotating" the chairmanship perhaps after a year of indoctrination.

. . . *on WWJ, of course!*

Everybody benefits from WWJ's emphasis on comprehensive 15-minute newscasts, strategically scheduled throughout the day. Listeners hear more news. WWJ gets more audience. You reach more people, sell more goods.

Best-equipped in Detroit for this kind of job, WWJ features the town's top radio reporters, backed by leading wire services and The Detroit News, Michigan's largest daily newspaper.

***Complete* 15-minute newscasts**—telling *all* the worthwhile news—is further evidence that WWJ is, as always, Detroit's leader in building and broadcasting programs of solid substance and listener loyalty. A limited number of newscasts are available for complete sponsorship or participation.

WWJ AM-FM Basic NBC Affiliate

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FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *OWNED AND OPERATED BY* THE DETROIT NEWS • *NATIONAL REPRESENTATIVES:* THE GEORGE P. HOLLINGBERY CO.